

NEW YORK  
SP D 12-56 94  
MISS MILDRED L JOY  
NBC RM 274  
30 ROCKEFELLER PLAZA  
NEW YORK 20 N Y

# SPONSOR

magazine radio and tv advertisers use

1 OCTOBER 1956

RECEIVED

OCT 1 1956

NEW YORK PUBLIC LIBRARY

50¢ per copy • \$8 per year

# 3.5% Food Dominance

Market figures prove 13.5% more dollars are spent for food in the Grade B area of WXEX-TV than in the Grade B area of any other Richmond area TV station

	Food Dollars Spent	Percentage
WXEX-TV	\$230,866,000	100%
ation B	\$194,661,000	86.2%
ation C	\$199,700,000	86.5%

Source: Sidney Hollander Associates

# WXEX-TV

Tinsley, President **NBC BASIC-CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington.

Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

**CLIENTS REALLY USING AGENCY MARKETING AID?**

page 33

**How to make a mass product out of a specialty**

page 36

**Is this the year of the net radio breakthrough?**

page 38

**Gen Sarnoff: 20th century's practical prophet**

page 40

**"Know television — Will travel"**

page 42

**Changing role of the rep: Weed**

page 45

**ARF set count Number 2**

page 61





*First in Houston with TV Experience...Over 700 Man-Years*

The Golden Gulf Coast Market has been sold on KPRC-TV ever since it made Houston's first telecast in 1949. Today's excellence in market-wise programming, production, promotion, and engineering is the result of these years of experience. KPRC-TV remains first in the eyes of Gulf Coast viewers . . . mornings . . . afternoons . . . evenings . . . all the time, and over 700 man-years of experience is the priceless ingredient that makes it so.

**KPRC-TV**  
HOUSTON  
CHANNEL **2**

JACK HARRIS, Vice President and General Manager

JACK McGREW, National Sales Manager

Nationally Represented by  
EDWARD PETRY & CO.

FIRST IN TV — WITH OVER 700 MAN-YEARS EXPERIENCE



# REPORT TO SPONSORS 1 OCTOBER 1956

## Possible changes from Celler probe

A telescopic look of the changes that could emerge from the Celler House Anti-trust Committee's network probe: CBS seems willing to meet such "reforms" as FCC regulation of networks. This, it appears, will be recommended to Congress by the Celler Committee. When and if this happens, jurisdiction will include film networks. In anticipation of action by Congress, the networks will probably (1) devise a compromise formula for option time, (2) modify the practice of tying up talent to long-term contracts, (3) agree to a workable but non-crippling application of the "must buy" and (4) observe "equitable ground rules" on the issue of open house for competitive program product.

-SR-

## Celler group seems conciliatory

SPONSOR's coverage of some of the Celler Committee sessions in New York made these background factors manifest: The disposition of the committee is not basically anti-big business. It sees tv as a giant industry that has been left to grow up a la Topsy and feels the time has come to set up by legislative or FCC fiat a code of ground rules that will limit the control and concentration of power or decision within the empires that have emerged from the medium's pell-mell growth. Nothing has developed so far to suggest a trend toward hamstringing the big advertisers in network tv's open market place.

-SR-

## C & W garners Texaco plum

Latest major account to concentrate all its consumer products under one roof is Texaco. The beneficiary: Cunningham & Walsh. Gain in billings for C & W: \$11 million. The losers: Kudner, which had all tv and radio (\$7 million) and Erwin-Wasey, which handled Texaco's motor oil, anti-freeze, farm and industrial products. Bosford gets the industrial only. Besides the opera on ABC, Texaco is a spot customer. Another account moving is Warner-Hudnut. now with K & E.

-SR-

## \$4.5 million from filter-tips

Huge chunks of cigarette money continue to pour into air media this fall in battle between filter-tip brands. On the heels of Kent's 90-market spot tv spread - costing around \$1.5 million - there came 2 more campaigns: American Tobacco is launching Hit Parade with buys as high as 75 announcements weekly over 13 weeks. Marlboro has committed itself for pro football games on 190 CBS TV stations via 8 split hookups for 13 Sundays ending 23 December. American's expenditure figures to run around \$1.2 million and bill for Marlboro (of the Philip Morris family) is expected to exceed \$1.75 million.

-SR-

## BBDO appraises radio today

BBDO evaluates radio's new significance for listeners and advertisers in 65-page analysis compiled for BBDO clients. Listed as 5 areas in which radio will continue to play an important role: (1) reaching majority of housewives in daytime; (2) reaching teenagers and young people; (3) reaching non-tv-segment of population; (4) providing immediate information service; (5) serving sports and music lovers, farmers, shut-ins, travelers and all groups of minority interests. Report states radio up to 3 P.M. reaches more than twice as many homes as television.

## REPORT TO SPONSORS for 1 October 1956

**L.A. neutral about repeats** Repeat broadcast of tv shows is apparently not an important issue with viewers in Los Angeles area. KABC-TV had group under Dr. Jesse A. Bond, of California U., survey 1,381 homes and one of questions was: "How do you feel about repeat programs?" Result was a Mexican standoff: 50% said they enjoyed repeats; other 50% stated they'd prefer to see something new.

-SR-

**Madison Ave.'s nervous days** Those fall first rating jitters on Madison Avenue are more pronounced this year than ever before. The air of tense anticipation prevailing among agency executives over how the new networks shows stack up on the audience viewing reports is not without good reason. The investment risks are bigger, the competition from opposite shows is broader and clients, because of these enhanced investments, are shorter in patience. Altogether it's a rising market for sedatives and amphyjel, if nothing else.

-SR-

**Plymouth waives half-hour axiom** Plymouth has abandoned an old spot buying requirement common among automotives: an interval of a half-hour between its announcements and those for other cars. In its current buying of radio spot through N. W. Ayer, Plymouth is accepting 15-minute clearances. Account found that the average radio station's schedule carried too many car commercials these days to make such a rule practical. Contracts are for 2 announcements daily. Ayer orders merely state budget and time of day preferred and actual scheduling is left to stations.

-SR-

**Why show costs keep going up** Just to give you an idea why program costs continue to spiral, here are prices some stars are asking for one-time appearances on tv shows: Frank Sinatra, \$300,000, as part of his own package; Danny Kaye, \$300,000, as part of his own package; Bill Holden, \$100,000; Judy Garland, \$75,000; Mary Martin, \$50,000; Jimmy Stewart, \$75,000; Gregory Peck, \$75,000; Cary Grant, \$75,000; Rock Hudson, \$50,000; Mitzi Gaynor, \$20,000. How do they gauge their asking prices? With rehearsals, they estimate their tv appearances as a 3-week job. Price averages out to what they'd earn in that period on a movie.

-SR-

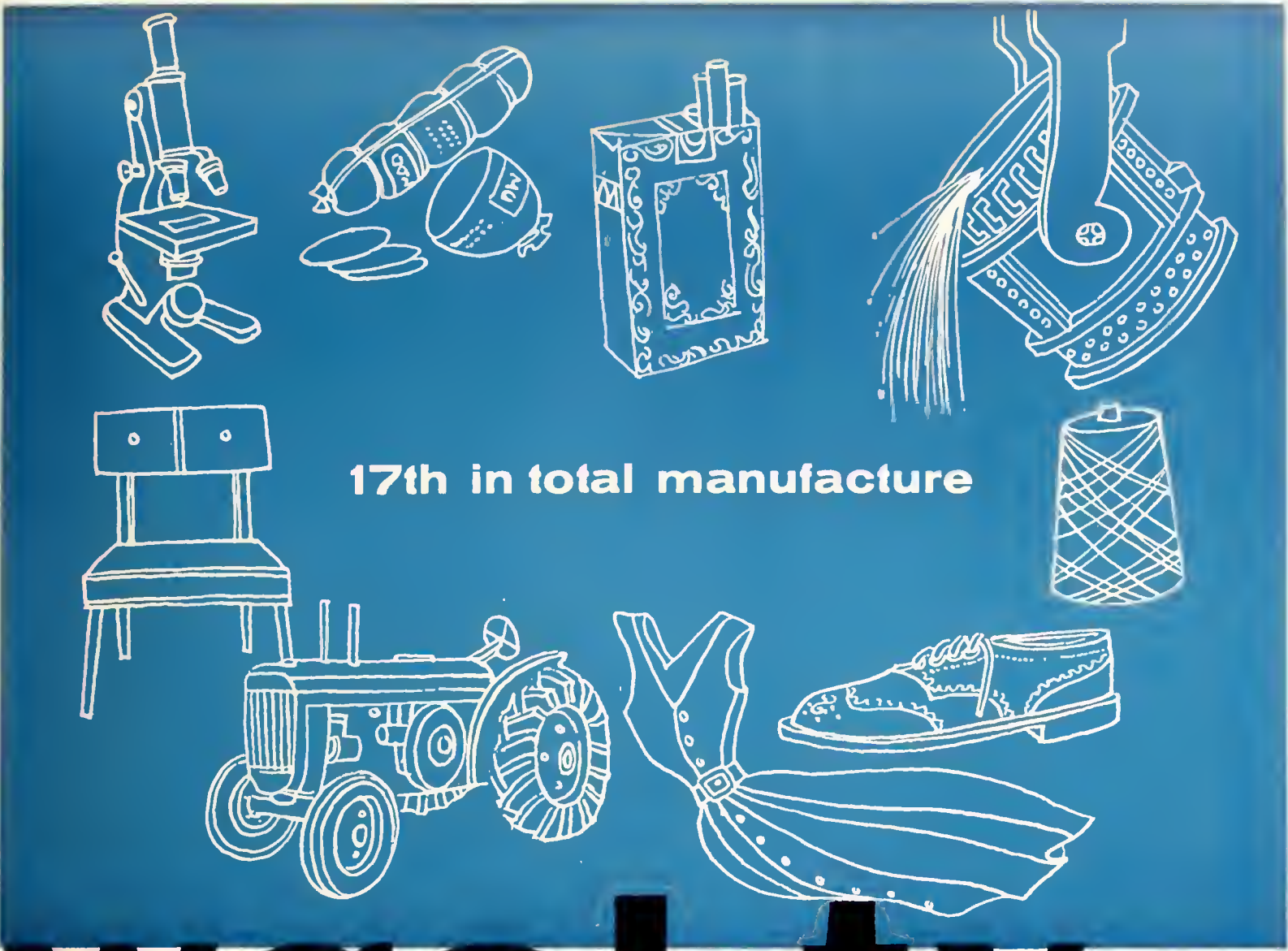
**Why tv isn't experimental** Is elimination of the summer hiatus in television responsible for dearth of program experimentation? Veteran network executive, who prefers not to be quoted, thinks that's so. His explanation: In radio the client could take hiatus so networks had to put on replacements. Not infrequently one or 2 new personalities, or even program formats, would emerge. In tv, average advertiser fills the summer period with second-run films or pilots that wouldn't otherwise reach screen in order to amortize his annual talent cost.

-SR-

**ABC loaded with automotives** ABC will have 4½ hours of automotive business this fall. Latest addition from this field is Plymouth with Ray Anthony's orchestra. The other ABC auto accounts are Dodge (the two Lawrence Welk shows); Ford ("Theatre"); Chevrolet ("Crossroads"); American Motors ("Disneyland"). In terms of weekly programs and time, ABC's total exceeds those of CBS and NBC. Latter are deriving most of their automotive billings from specials.

(Sponsor Reports continues page 125)





17th in total manufacture

# wgal-tv

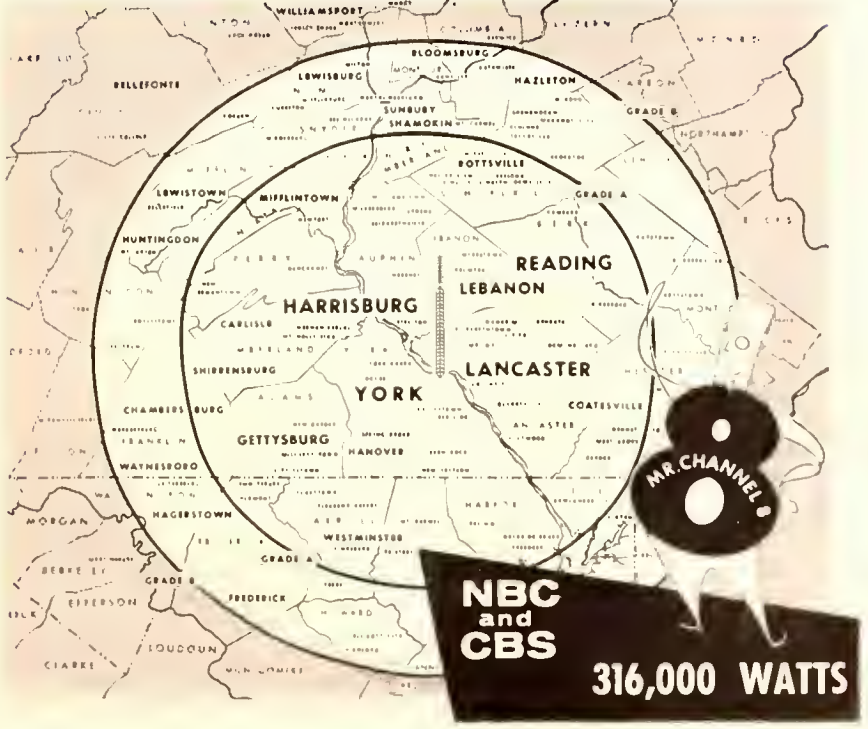
LANCASTER, PENNA.  
NBC AND CBS

Among the television markets foremost in total manufacture, the Channel 8 Multi-City Market ranks seventeenth, based on production figures for America's top 100 counties (SALES MANAGEMENT "Survey of Buying Power"—May 10, 1956) This is indicative of the widely diversified industry which makes the WGAL-TV Channel 8 market a buying market for your product.

STEINMAN STATION  
Clair McCollough, Pres.

Representative  
the **MEEKER** company, inc.  
New York                      Los Angeles  
Chicago                      San Francisco

CHANNEL 8 MULTI-CITY MARKET





# SPONSOR

advertisers use

1 October 1956  
Volume 10 Number

## ARTICLES

### ***Agency marketing services: do clients use them?***

Most air clients employ some marketing services, but extent of use depends on product and company structure. Sales promotion is best liked service

33

### ***How to make a mass product out of a specialty***

Welch's had a limited market as a diet drink. But tv and new copy delivered mass market and quadrupled volume by selling it as a soft drink

36

### ***Is this the year of network radio breakthrough?***

Signs of increased business indicate that webs have finally "reached" the advertiser with new concepts of economy, flexibility, big audiences

38

### ***Gen Sarnoff: the 20th century's practical prophet***

Over the past 50 years RCA's General Sarnoff has been busy making predictions and then making them come true. Here are the highlights of his career

40

### ***"Know television—will travel"***

Eight JWT traveling producers service 77 local shows. They advise on production, act as scouts for mediemen, work out local promotions and merchandising

42

### ***The changing role of the station rep***

During the past two decades rep functions and services have changed vastly. SPONSOR spotlights the Weed organization on its 20th birthday

45

### ***ARE set count no. 2***

Industry-supported project carries estimate of U.S. tv households through March 1956. Here, just released, are the complete county-by-county figures

61

## COMING

### ***Can Elvis sell soap?***

What kind of audience does an Elvis Presley deliver? Is it true the rock-and-roll listener is not much of a target for clients? Answers include research, opinions

15 Oct.

### ***Farm radio and tv section***

The farm market is in the spotlight this election year. Highlighted in this year's farm section will be an analysis of the farmer as a customer in 1956

15 Oct.

## DEPARTMENTS

### AGENCY AD LIBS

AGENCY PROFILE David E. Fulmer

### FILM NOTES

49TH & MADISON

MR. SPONSOR Walter A. Sheaffer

### NEW & RENEW

### NEWSMAKERS

### NEW TV STATIONS

### P.S.

### ROUND-UP

### SPONSOR ASKS

### SPONSOR BACKSTAGE

### SPONSOR SPEAKS

### TIMEBUYERS

### TV RESULTS

Editor and President: Norman R. Gearty

Secretary-Treasurer: Elaine Couper

Vice President-Genl. Manager: Bernard

Executive Editor: Miles David

News Editor: Ben Bodec

Senior Editors: Alfred J. Jaffe, Evelyn W. F. Micksch, Jane D. Pinkerton

Assistant Editors: Robert S. Solotarev, Morse, Joan W. Holland, Erwin Ephraim

Contributing Editors: Bob Foreman, Jr.

Art Editor: Phil Franznick

Photographer: Lester Cole

Advertising Director: Arnold A. Perl

Advertising Department: Charles W. New York Headquarters; Kenneth M. Midwest Manager: Edwin D. Cooper; Manager: Jean Engel, Production Manager: Charles L. Nash, Marilyn Kramers-Becker

Circulation Department: Milton Kay, Bynoe, Emily Cutilo, June Kelly

Administrative Coordinator: Catherine Rose

Accounting Department: Laura Oker, Fazio

Secretary to publisher: Carol Gardner

Published biweekly by SPONSOR PUBLICATIONS combined with TV. Executive, Editorial, Circulation Advertising Offices: 10 E. 49th St., (49th & New York 17, N.Y. Telephone: MUrray 10 Chicago Office: 161 E. Grand Ave. Phone: 7-9863. Los Angeles Office: 6087 Sunset Ave., Hollywood 4 8089. Printing Office: Ave., Baltimore 11, Md. Subscription: \$8 a year, Canada and foreign \$9. Single: \$3. Printed in U.S.A. Address all correspondence: E. 10th St., New York 17, N.Y. MUrray 10 Copyright 1956, SPONSOR PUBLICATIONS

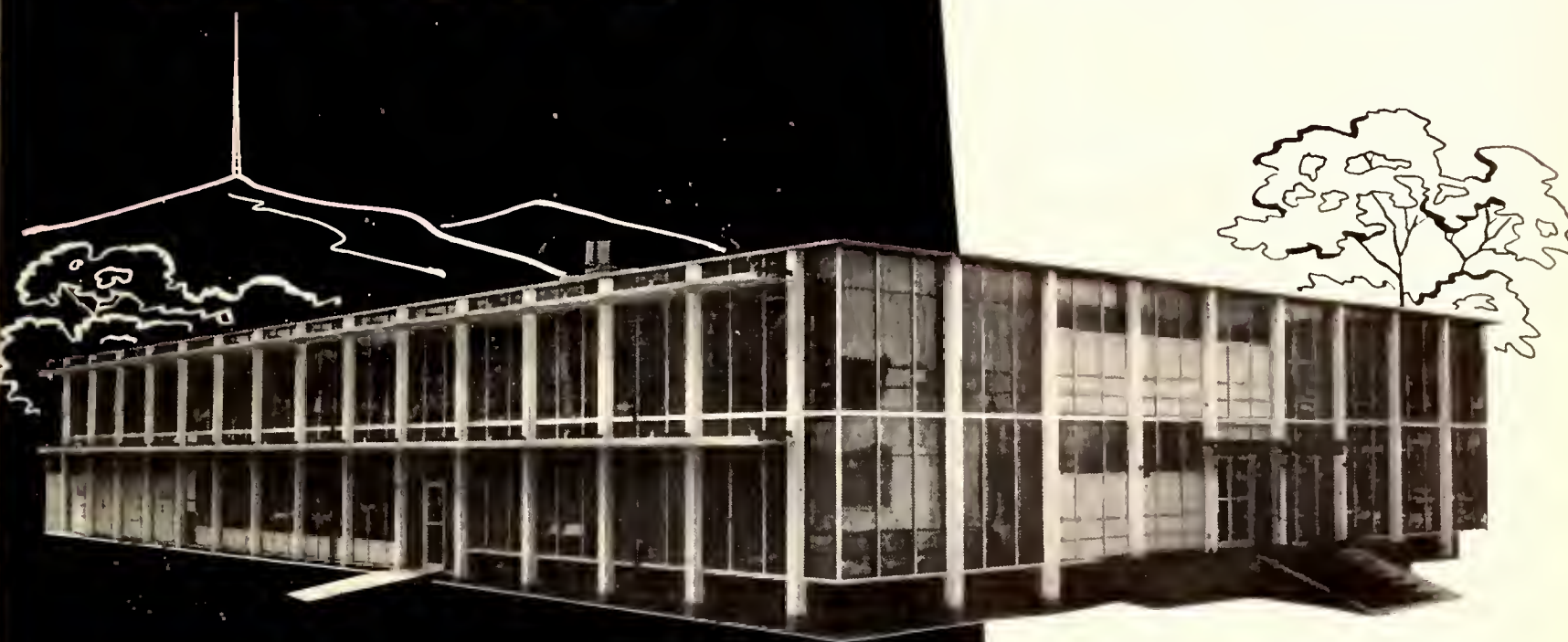


# COVER MORE OF ARKANSAS

with

# KTHV

## CHANNEL 11 LITTLE ROCK



**FACILITIES:** Finest and most complete in the Central South. Superb new building . . . two large studios . . . 20' revolving turn-table . . . fully-equipped kitchen . . . four camera chains and other up-to-the-minute technical equipment!

**ANTENNA:** Tallest antenna in the Central South—1756' above average terrain!

**CBS:** Primary CBS affiliation—Channel 11—316,000 watts!

Let your Branham man give you all the *new* KTHV facts!

 316,000 Watts • Channel 

Henry Clay, *Executive Vice President*  
B. G. Robertson, *General Manager*  
AFFILIATED WITH KTHS, LITTLE ROCK  
AND KWKH, SHREVEPORT



# Only **3** STATIONS

are POWERFUL enough  
and POPULAR enough  
to register audiences  
in radio surveys of  
**All Three Major Markets**  
of Southern California.

## Of this top trio KBIG is

- ✓ First in San Diego  
(America's 19th market)
- ✓ Second in San Bernardino  
(America's 32nd market)
- ✓ Third in Los Angeles  
(America's 3rd market)
- ✓ The only independent
- ✓ The least expensive
- ✓ The lowest cost-per-  
thousand listeners.

Any KBIG or Weed Account Executive would like to show you the documents.



**JOHN POOLE BROADCASTING CO.**  
6540 Sunset Blvd., Los Angeles 28, California  
Telephone HOLLYWOOD 3-3205  
**Nat. Rep. WEED and Company**

# Timebuyers at work



**Robert A. Innes.** Kenyon & Eckhardt, New York, views with mixed emotions the healthful condition of spot radio. He says, "For the past few years there has been a fairly consistent number of advertisers who have successfully used spot radio on a volume basis. This year, however, there is a sizeable increase of those either new to spot radio or using it after a few years' absence. This creates a highly competitive situation where now there are more volume advertisers fighting for the same periods; while at the same time there's been a general increase in the budgets available for radio. Stations and their representatives have successfully promoted the new growth of radio and in keeping with this progress should update the mechanical processes (availability forms, rate structures, etc.) of selling and buying which now in some cases cause unnecessary delay, expense and anxiety to station, rep and buyer alike."



**Alexander J. Randall.** N. W. Ayer & Son, New York, is currently buying for that agency's Plymouth account. He tells us that when he's researching for "best buys," there are several major facts he immediately looks for regarding stations. Some are as follows: power, frequency, costs, ratings and coverage. "Although we have source material available within the shop to aid us in drawing a buying picture," says Al, "we often get greater insight into a market and/or station through research or surveys that an outlet has done. For example, a low-power station with minimum waste coverage might be what we're looking for. A station that presents a strong statistical case in this vein enhances its own offerings and may ultimately lead us to a good buy we might otherwise have overlooked in our selection."



**Richard H. Eyman.** Lennen & Newell, New York says: "A timebuyer's mail falls into three categories: correspondence pertaining to business of the day, station promotional material and notifications of rate increases. Too often the latter are just greeted with a sigh and sent to the estimator who makes sure they appear in the advertiser's invoice six months hence. Most buyers," he continues, "hoped to see rate increases taper off as tr penetration neared 100%. But today, with about 75% of the nation's homes owning tr, and most of the large markets enjoying 85% or better penetration, rate increases are still very much with us." Richard feels that it is incumbent upon the timebuyer to analyze rate increases that affect his schedules. When the facts do not justify an increase, the timebuyer should not hesitate to register his objections with the station.



number **1**  
on her  
first  
national  
rating!



# the **ROSEMARY CLOONEY SHOW**

**YOU TOLD US SO!** . . . when you voted THE ROSEMARY CLOONEY SHOW television's "Best Syndicated Musical Series" . . . and when you snapped up regional sponsorships galore for **FOREMOST DAIRIES, INC., STERLING BREWERS, CLAIROL, BLATZ BEER, A. G. FOOD STORES, BRADING BREWERIES, BLUE CROSS, CHEVROLET DEALERS, CARLING BREWING, MICHIGAN BAKERIES, SAFEWAY STORES, ADMIRAL** . . . plus a host of top local advertisers and stations!

**NOW LOOK WHAT'S HAPPENED!** Rosie's **NUMBER 1** of all TV film series (first rating!) with a 17.3 national average in the latest Videodex 284-market survey (August, 1956). "Top 10" local ARB ratings, too!

**the rosemary clooney show** presents 39 of TV's happiest, *highest-rated* half-hours with NELSON RIDDLE and his Orchestra, the HI LO'S, and a dream roster of guest stars like JOSE FERRER, TENNESSEE ERNIE FORD, JANET LEIGH, JOHNNY MERCER, ROBERT CLARY, JULIE LONDON, TONY CURTIS and others. Be happy, go Clooney! . . .

TV's highest rated film series...call **MCA TV** today

**NBC  
SPOT  
SALES  
BRINGS  
YOU...**

**RADIO-PHONIA**







**NOW YOU CAN ACTUALLY HEAR  
RADIO PROGRAM AVAILABILITIES  
SIMPLY BY TELEPHONING  
YOUR NBC SPOT SALES  
RADIO REPRESENTATIVE!**

From the beginning of Radio, the truly *vital* elements of intelligent buying have been the programs themselves and the personalities who make them sound advertising investments. Now, for the first time, national Spot Radio advertisers can make important buying decisions based on actual performance of programs and personalities.

Radio-Phonic Spot Buying offers you *immediate* auditions of Radio programs carried by every station represented by NBC Spot Sales. And you don't have to move from your desk! This new and exclusive service is available *right now* to time-buyers in New York. Eventually, it will be available in other key cities.

An up-to-date file of audition recordings is as close to you as your telephone . . . and the list will soon be expanded so that, eventually, you can hear *any* Radio show on *any* Radio station sold by NBC Spot Sales. Just call your NBC Spot Sales Radio Representative at your convenience, name the station and the show you want to hear, then sit back and listen to the sample-in-sound for yourself — as much or as little of it as you choose.

Try Radio-Phonic Spot Buying today!



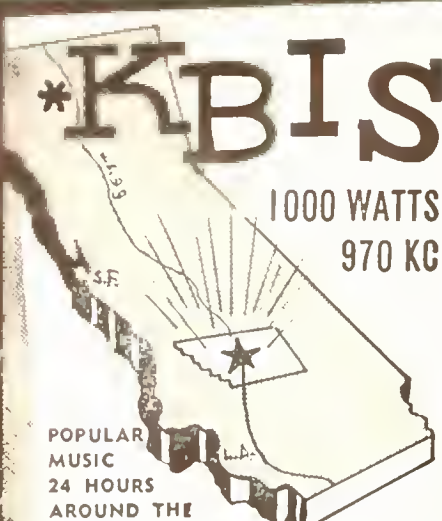
**REPRESENTS THESE LEADERSHIP STATIONS:**

NEW YORK <b>WRCA, WRCA-TV</b>	BUFFALO <b>WBUF</b>	SEATTLE-TACOMA <b>KOMO, KOMO-TV</b>
SCHENECTADY-ALBANY-TROY <b>WRGB</b>	LOUISVILLE <b>WAVE, WAVE-TV</b>	LOS ANGELES <b>KRCA</b>
PHILADELPHIA <b>WRCV, WRCV-TV</b>	CHICAGO <b>WMAQ, WNBQ</b>	PORTLAND <b>KPTV</b>
WASHINGTON <b>WRC, WRC-TV</b>	ST. LOUIS <b>KSD, KSD-TV</b>	SAN FRANCISCO <b>KNBC</b>
MIAMI <b>WCKT</b>	DENVER <b>KOA, KOA-TV</b>	HONOLULU <b>KGU, KONA-TV</b>

# POT BUYING

# \*KBIS

1000 WATTS  
970 KC



POPULAR  
MUSIC  
24 HOURS  
AROUND THE  
CLOCK . . .

**BAKERSFIELD & KERN COUNTY  
CALIFORNIA**

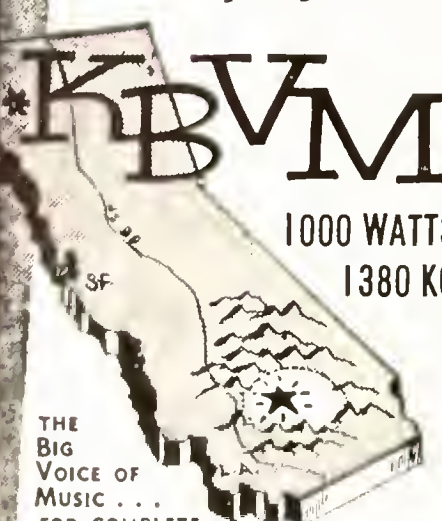
1. Hub of California's petroleum industry
2. Notionally #1 in cotton #3 in agriculture.

# 2 of the WEST'S RICHEST MARKETS

1. Center of Notion's Supersonic Aircraft production.
2. Desert Expansions: America's fastest growing frontier.

# \*KBVM

1000 WATTS  
1380 KC



THE  
BIG  
VOICE OF  
MUSIC . . .  
FOR COMPLETE  
ANTELOPE VALLEY COVERAGE

**LANCASTER & ANTELOPE VALLEY  
CALIFORNIA**

\* Inquire of  
**ADAM YOUNG, INCORPORATED**  
about this outstanding  
combination buy.

# AGENCY AD LIBS



*By Bob Foreman*

## Snook, Crappie & Bream signs a contract

Bullard "Bull" Head, senior legal counsel at Snook, Crappie & Bream, Inc., the Madison Avenue ad agency, shook his head. "Having been a word-watcher for decades," he said to the group fore and aft of him at the bar, "I cannot help but shudder at the loose way some people append the word 'business' to the word 'television.'"

Two young S C & B copy writers dutifully said, "Yessir!" and immediately returned to their discussion of Jayne Mansfield vs. Marilyn.

But an old time media man who should have known better said, "What dyuh mean?"

"Of the 38 years I've been working," "Bull" replied, "I have been in some phase of the advertising business for 36. Note that I speak of it, quite properly, as a business. However, for the past eight years something has attached itself upon our ship like a mollusk. I refer to television . . . the most *unbusinesslike* form of advertising since rock painting."

"Right!," said the two copy tyros.

"For example," continued "Bull," "our shop just concluded a 52-week program last week. Today the lawyers for the network descend upon us. Why? Because they would like to get a contract signed! A full year, mind you, after we went on the air.

"These same gentlemen, not the least nonplussed by this, state that a goodly percentage of the shows on their network are operating similarly—*without* contract. That goes for facilities as well as time!"

"What causes this, sir?", asked the copy writer who had just won the argument in behalf of Marilyn.

"Impedimenta," snapped "Bull" Head. "Impedimenta in the form of too many people, too inept people, too few able or willing to make decisions, too many lawyers, too many precedents from obsolete areas, too many underfinanced and overly-glib producers, too much transience in staffs—to name only a few of the reasons.

"In television one must operate on faith—a brash concept to put it mildly. Let me endeavor to explain."

"Please do," said the old media man.

"An agent for a large, well established talent shop comes  
(Please turn to page 92)





# Where was Jim Wilson on the night of September 19th?

Let's see . . . at 6:35 p.m. he was in Moscow for an inside report on the Kremlin . . . at 6:52 he was back in Dallas for a preview of the SMU-Notre Dame football game . . . at 8:00 he was in Marshall, Texas, for an eye-witness account of a raging fire . . . at 9:03 he was in Cairo for the latest word on political maneuverings in the Middle East . . . at 10:58 he was in Des Moines, Iowa, for highlights of a presidential campaign speech.

Odd chap, Jim Wilson?

Not at all. Like thousands of other North Texans that night, he was listening to WFAA news programs that take listeners *where* news is happening, *when* it is happening.

820  
50,000 WATTS

# WFAA

570  
5,000 WATTS

## DALLAS

NBC • ABC • TQN

Edward Petry & Co., Inc., Representatives

### WFAA Has the Most Extensive News Coverage of Any North Texas Station

- Its stringer network links 37 North Texas news correspondents in the most comprehensive system of regional news reporting ever used.
- The WFAA Mobile Broadcasting Unit gives direct coverage to every important local news event with live broadcasts, interviews, music pick-ups and tape recordings — even walkie-talkie reports.
- Live network and wire service (AP and UP) bring news of the nation and the world.

No wonder WFAA leads all other stations in North Texas in urban, village and farm listeners, morning, noon and night.\*

If you'd like this audience for your customers . . . ask your Petry man for details.

\*Whan Study, A. C. Nielsen, N.S.I.



# -- A MUST BUY IN WASHINGTON STATE



## KPQ WENATCHEE

The AA STATION

The MIDDLE of Washington State, growing economy based on diversified agriculture\* and metal industries.†

\* The Apple Capital of the World, plus 1,000,000 new acres of irrigated farm lands.

† Alcoa, Keokuk Electro, and other metal industries have selected Wenatchee plant sites due to low-cost hydropower from the Columbia River dam system. More are coming!

### That's AUDIENCE APPEAL:

We program to our audience, with SELECTED top network programs plus local color . . . music, news, farm shows, sports — the things people call about, write in for, and participate in.

# 5000 WATTS 560 KILOCYCLES

KPQ's 5000 W, 560 KC combination gets way out there, covering Central Washington, parts of Oregon, Idaho, and Canada. We know because of our regular mail from those areas. Then too, we have no TV station here, we're separated from Seattle by the high Cascade mountains, and we're many miles from Spokane. YOU CAN'T COVER WASHINGTON WITHOUT GETTING IN THE MIDDLE, AND THAT'S KPQ. —Wenatchee, Wash.

**GUARANTEE**  
TO OUTPULL all other  
North Central  
Washington media  
**TWO to ONE**

National Reps:  
FORJOE AND CO., INC.  
One of the Big 6 Forjoe Represented Stations of Washington State

Regional Reps:  
MOORE & LUND, SEATTLE

## 49<sup>th</sup> and MADISON

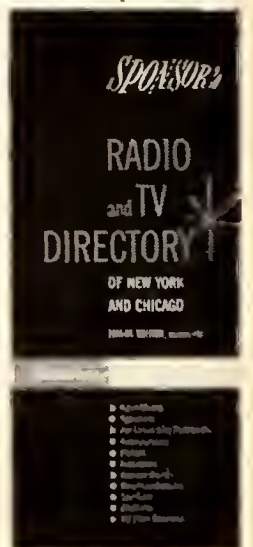
SPONSOR invites letters to the editor.  
Address 40 E. 49 St., New York 17.

### DINING DIRECTORY

I read your article in the 3 September issue of SPONSOR entitled *Where admen eat to meet* and thought it was terrific. As a matter of fact Lue Stearns and I read it together and thoroughly enjoyed it.

As you know, most of us would be pretty hard put without your pocket-piece, SPONSOR's *Radio and tv directory*. Lue suggested that you might incorporate a map in the pocketpiece,

How to keep from getting lost  
in NEW YORK and CHICAGO



New edition to be available end of October

showing the locations of the restaurants most frequented by advertising people.

It should be very helpful to New Yorkers and even more so to visiting firemen.

JAN GILBERT

Doyle, Dane, Bernbach, Inc.

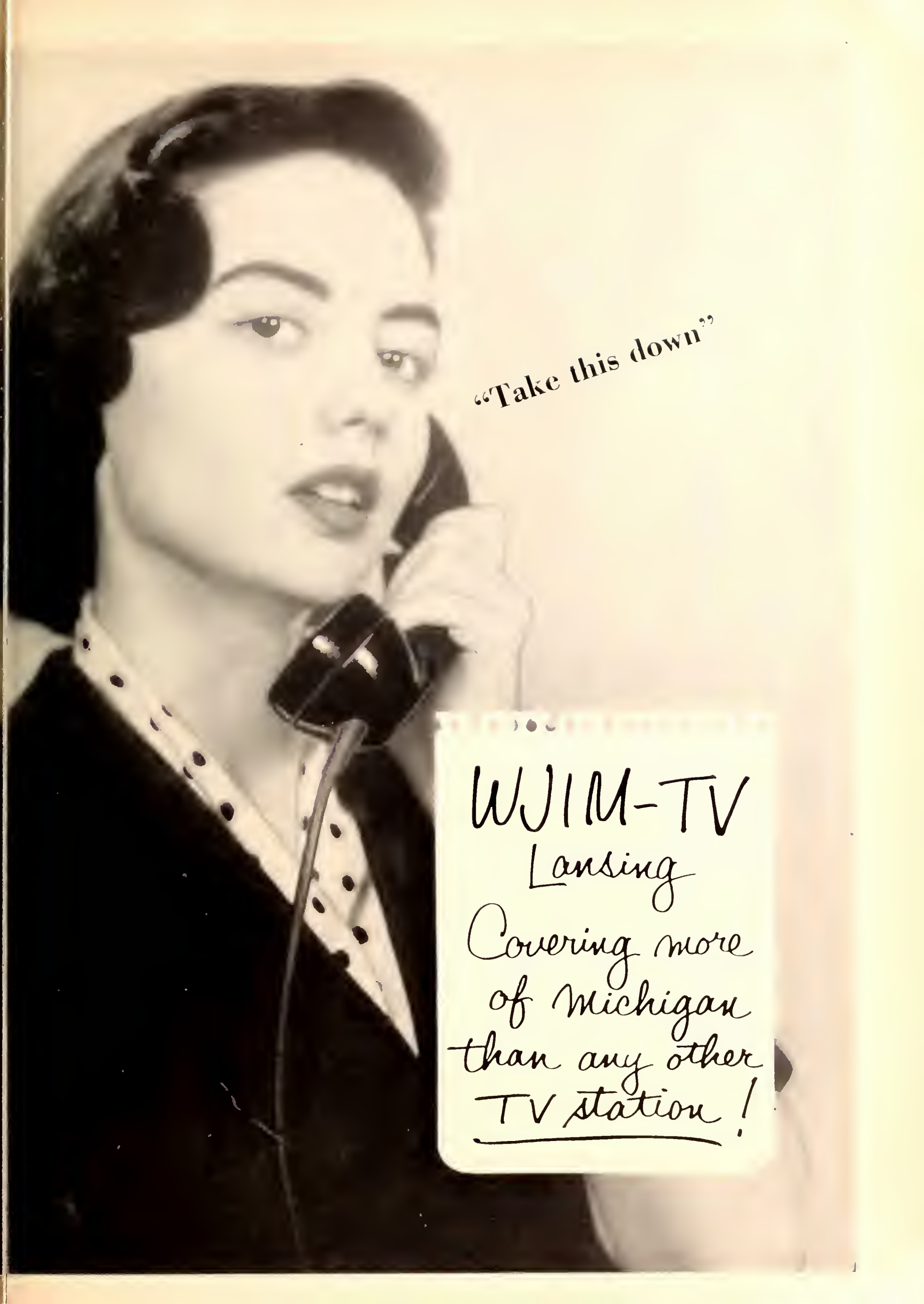
• Thanks to readers Gilbert and Stearns a copy of the *Adman's eating directory* will be included in the new edition of SPONSOR's *Radio and tv directory*. It was too late unfortunately, to produce the suggested map. Copies may be obtained the end of October free of charge from SPONSOR Publications. A limited number of the 1955-56 edition are still available.

### EASY AND NEWSPAPERS

Your story on the Easy Glamur use of spot radio and tv (17 September 1956, page 44) deserves and gets an appreciative thanks from all of us here at the Roc'nmore Company.

(Please turn to page 16)



A black and white photograph of a woman with dark, wavy hair, looking slightly to the right and speaking into a vintage microphone. She is wearing a dark top with a light-colored, polka-dotted collar. The background is a plain, light color.

*"Take this down"*

WJIM-TV  
Lansing  
Covering more  
of Michigan  
than any other  
TV station!

# “ 20th-Fox’s CBS Radio Network Buy May Innovate a Pattern

—Variety, January 18, 1956

## **SCHLITZ RETURNS TO RADIO, BUYS IN MORNING GODFREY**

—Broadcasting-Telecasting, February 20

R. J. Reynolds Buys Sat. Night Show  
As Four Sign for CBS Radio

—Broadcasting-Telecasting, March 19

## **MORE CBS RADIO BIZ; SIMONIZ BUYS GODFREY**

—Variety, March 28

Quaker Oats’ Brace of CBS Radio Buys

—Variety, April 4

## **COLUMBIA PICTURES TO USE EIGHT CBS RADIO SHOWS**

—Radio Daily, May 2

## **CBS RADIO REPORTS \$1,000,000 WOOLWORTH RENEWAL**

—Radio Daily, May 8

Seven New Sponsors Sign for Arthur Godfrey Time

—Radio Daily, May 18

## **HAPPY DAYS FOR CBS RADIO; COLGATE SIPHONS TV COIN FOR AM**

—Variety, May 23

SLEEP-EZE BUYS 3 CBS RADIO  
DAYTIME SHOWS FOR \$10,500 WEEKLY

—Radio Daily, May 24

CBS Radio Shouts ‘Eureka’

As \$10,000,000 Pours Into Daytime

—Variety, June 6

## **BRISTOL-MYERS BUYS CBS RADIO DRAMA**

—Radio Daily, June 8

Corn Products Purchases CBS Radio Sponsorship

—Radio Daily, June 14



Wrigley Chewing Off a Big Chunk  
of CBS Daytime Radio

Variety, June 27

**CBS Radio Sells News to P.&G.**

Advertising Age, July 16

**CBS Radio Signs Ex-Lax  
to Year's \$400,000 Contract**

Broadcasting-Telecasting, July 23

**STANDARD BRANDS BUYS  
\$1,500,000 CBS-AM SOAPS**

Variety, August 1

**CBS RADIO DAYTIME NEAR 'SRO' STATUS**

Broadcasting-Telecasting, August 6

**Colgate Mad About Those Soaps;  
Inks \$1,500,000 More**

Variety, August 8

**Slenderella International Fattens  
Its CBS Radio Budget**

Broadcasting-Telecasting, August 13



“What’s New?”

*And that's part of what's new. Those are some of the trade paper headlines about CBS Radio's sales upswing this year. Increasingly, advertisers have been discovering that the CBS Radio Network offers the most exciting buying opportunities today. Because of the top-ranking stature and popularity of the programs. And because of the community dominance of the stations that broadcast them, city by city, across the land.*

”

**MEMO: <sup>TO</sup> TIMEBUYERS!**

**NOW  
1<sup>1</sup>/<sub>2</sub> MILLION  
WATTS!**

WILK-TV is the world's FIRST T.V. station to operate with more than a million Watts! NOW — your sales message is carried further and with even greater intensity than ever before.

Cover ALL the Rich Northeastern Pennsylvania Market with:

- ★ TOP POWER!
- ★ TOP RATING!
- ★ TOP AUDIENCE!
- ★ TOP PERFORMANCE!

**LEADERSHIP — COVERAGE — POWER!**

Now — more than ever — WILK-TV gives you **TOP AUDIENCE** at **LOW COST** per **THOUSAND!**

**GET THE FACTS!**

CALL  
AVERY-KNODEL, INC.

- NEW YORK
- CHICAGO
- LOS ANGELES
- SAN FRANCISCO
- ATLANTA
- DALLAS
- DETROIT



**WILKES-BARRE  
SCRANTON**

Affiliated with ABC

**49TH & MADISON**

*(Continued from page 12)*

On one point in the story, however, I am quoted as saying, "We found radio so much more effective than newspapers that we dropped a number of newspapers and expanded our radio coverage."

The fact of the matter is that we did not drop any papers, but we did re-adjust our scheduling. The quote continues, "larger unit ads at less frequency, replaced the more frequent smaller unit ads." My point is simply to stress that we did not eliminate newspapers as such, only changed the strategy of their use.

CHARLES L. LEWIN  
*Vice President  
The Rockmore Company  
New York*

#### **CASE HISTORY**

We were very impressed with your article on *King's Wines* (King's Wines: 43% sales jump in two weeks, 20 August 1956.)

Since we represent a wine company, we wonder if you would be kind enough to send us two additional copies of this article.

JAY SCOTT  
*Tv-radio director  
Rosengarten & Steinke, Inc.  
Memphis, Tennessee*

• SPONSOR is happy to send reader Scott two additional copies. For the many readers who request extra copies of SPONSOR, ten copies and over may be obtained at the reduced rate of 35¢ per copy. For volume orders reprints are available at nominal cost.

#### **NIELSEN CLARIFICATION**

Your 3 September issue carries on page one an item which is a matter of real concern to the A. C. Nielsen Company. I know that you will, therefore, welcome a frank statement of our position in regard to it.

The article in question contains data  
*(Please turn to page 21)*

#### **Apologies to NTA**

In the 17 September issue, the four-page insert for NTA was inadvertently positioned so that the first and fourth pages were transposed. The same insert will appear in a corrected version in the 15 October issue.





**the golden era of television is here**



HERE IS A BRIEF SELECTION OF STARS AND TITLES

ANCHORS AWEIGH  
Gene Kelly • Frank Sinatra  
Kathryn Grayson  
ANNA CHRISTIE  
Greta Garbo • Marie Dressler  
BABES IN ARMS  
Judy Garland • Mickey Rooney  
THE BARKLEYS OF BROADWAY  
Fred Astaire • Ginger Rogers  
THE BIG HOUSE  
Wolfe Beery • Robert Montgomery  
BLONDE BOMBSHELL  
Jean Harlow  
BOOM TOWN  
Clark Gable • Spencer Tracy  
Claudette Colbert • Hedy Lamarr  
BOYS TOWN  
Spencer Tracy • Mickey Rooney  
BROADWAY MELODY  
Fred Astaire • Eleanor Powell

CAMILLE  
Greta Garbo • Robert Taylor  
CAPTAINS COURAGEOUS  
Spencer Tracy • Lionel Barrymore  
Freddie Bartholomew • Mickey Rooney  
THE CITADEL  
Robert Donat • Rosalind Russell  
DANCING LADY  
Joan Crawford • Clark Gable  
Fronzo Tane • Fred Astaire  
DAVID COPPERFIELD  
W. C. Fields • Lionel Barrymore  
DINNER AT EIGHT  
John and Lionel Barrymore  
Wallace Beery • Marie Dressler  
EASTER PARADE  
Judy Garland • Fred Astaire  
FOR ME AND MY GAL  
Judy Garland • Gene Kelly

A FREE SOUL  
Norman Shearer • Clark Gable  
GASLIGHT  
Charles Boyer • Ingrid Bergman  
GOODBYE, MR. CHIPS  
Robert Donat • Greer Garson  
THE GOOD EARTH  
Paul Muni • Luise Rainer  
GRAND HOTEL  
Greta Garbo • John Barrymore  
GREEN DOLPHIN STREET  
Lona Turner • Von Heflin  
THE GUARDSMAN  
Alfred Lunt • Lynn Fontanne  
THE HARVEY GIRLS  
Judy Garland • Ray Bolger  
THE HUCKSTERS  
Clark Gable • Deborah Kerr  
Ava Gardner



## MOTION PICTURES NOW AVAILABLE FOR TV PRESENTATION

For more than thirty years, M-G-M has produced the lion's share of fine screen entertainment.

Now, for the first time, a golden treasury of hits comprising over 700 M-G-M feature films has been made available for television presentation.

This program of unparalleled entertainment will be offered on the basis of an exclusive affiliation with a single television station in every important market in the United States.

These stations will acquire full rights to

be known as MGM-TV affiliates, with all the advantages that such recognition implies.

Special promotional co-operation will be extended by MGM-TV to the management of these stations to further enhance this golden opportunity for prestige and profits.

In cities where programming time is limited and this complete plan cannot therefore be implemented, a limited affiliation arrangement may be considered.

For the nation's stations great and small, and for their viewers, the golden era of television is here!

### FROM MGM-TV'S GOLDEN TREASURY OF FEATURE FILMS!

#### IDIOT'S DELIGHT

Clark Gable • Norma Shearer

#### DR. JEKYLL & MR. HYDE

Spencer Tracy • Ingrid Bergman  
Lana Turner

#### LIBELED LADY

Jean Harlow • Spencer Tracy  
Myrna Loy • William Pawell

#### MAYTIME

Jeanette MacDonald • Nelsan Eddy

#### MEET ME IN ST. LOUIS

Judy Garland

#### MEN IN WHITE

Clark Gable • Myrna Loy

#### MIN AND BILL

Marie Dressler • Wallace Beery

#### THE MORTAL STORM

James Stewart • Margaret Sullivan

#### MRS. MINIVER

Greer Garson • Walter Pidgeon

#### MUTINY ON THE BOUNTY

Clark Gable • Charles Laughton

#### NATIONAL VELVET

Elizabeth Taylor • Mickey Rooney

#### A NIGHT AT THE OPERA

Marx Brothers • Allan Jones

#### NINOTCHKA

Greta Garbo

#### NORTHWEST PASSAGE

Spencer Tracy

#### THE PIRATE

Judy Garland • Gene Kelly

#### THE POSTMAN

ALWAYS RINGS TWICE  
Lana Turner • John Garfield

#### PRIDE AND PREJUDICE

Greer Garson • Laurence Olivier

#### RANDOM HARVEST

Greer Garson • Ronald Colman

#### SAN FRANCISCO

Clark Gable • Spencer Tracy  
Jeanette MacDonald

#### TEST PILOT

Clark Gable • Spencer Tracy  
Myrna Loy

#### THE THIN MAN

William Pawell • Myrna Loy

#### THIRTY SECONDS OVER TOKYO

Spencer Tracy • Van Johnson

#### THE THREE MUSKETEERS

Gene Kelly • Lana Turner  
June Allyson

#### WEEKEND AT THE WALDORF

Lana Turner • Ginger Rogers  
Van Johnson

#### THE YEARLING

Gregory Peck • Jane Wyman

# "STATION OF THE STARS" SHOWMANSHIP

A golden treasury of MGM creative showmanship is available to all stations which become MGM-TV affiliates.

These stations will have the right to use the most famous trade-mark in the entire field of entertainment—the Lion of M-G-M.

Vast promotional potentialities will result from the identity which will be established between M-G-M's famous array of stellar personalities and the stations which will present them. Each affiliate will become known among its viewers as "the station of the stars," by virtue of the great names which will appear week after week on its film programs.

Finally, MGM-TV offers its affiliated stations complete and continuing locally-slanted promotion campaigns, including newspaper mats, brochures, posters, premiums, fan photos and trailers, developed through the showmanship experience of Hollywood's greatest motion picture studio.



For further information—write, wire or phone  
Charles C. Barry, Vice-president,  
MGM-TV, a service of Loew's Incorporated,  
1540 Broadway, New York, N. Y.



## 49TH & MADISON

(Continued from page 16)

which apparently were excerpted from a confidential study which we made on the order of one of our agency clients. All such material, as you know, is copyrighted and it cannot be legitimately used without our prior authorization. Obviously we must do everything in our power to prevent this sort of thing in the future, and I am asking for your wholehearted cooperation toward this end.

Additionally, what also disturbs us deeply is the fact that whoever gave you these figures did so with little or no regard for the real meaning behind them. Anyone reading the article would come to the natural conclusion that here were audience size measurements of the two broadcast media, when as a matter of fact the figures have to do only with *national network sponsored programs during certain time periods*. The fact that the two media differ greatly in those time periods as to the number of broadcasts aired is one of the essential background facts missing from the article.

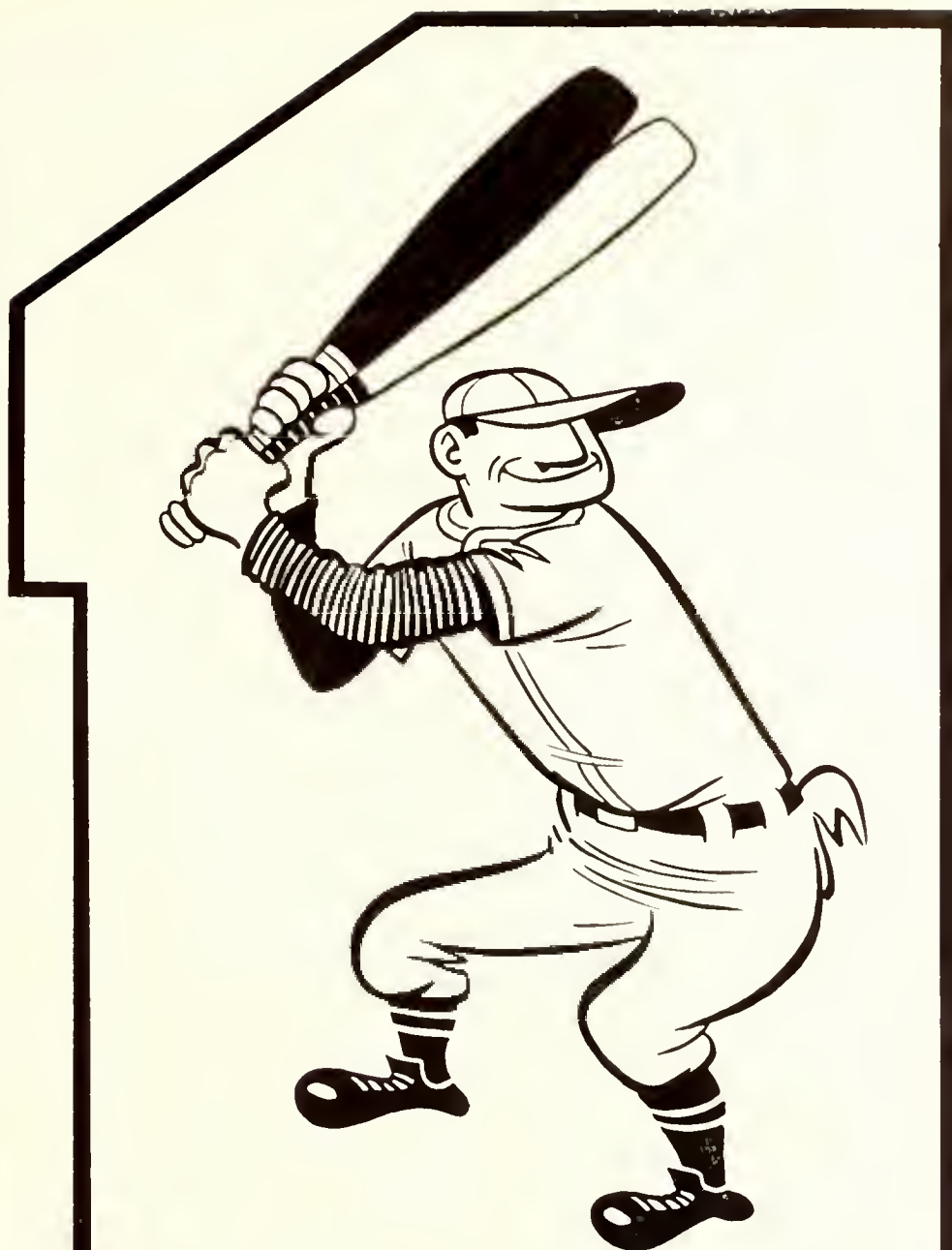
The article reported the frequency part of the study as being based on quarter hours of programing, whereas the real basis was broadcast episodes, regardless of duration.

I must also call to your attention the fact that the item contained cost-per-1,000 figures which are purportedly Nielsen data, which is not so. I realize that in brief items such as this there is always a great temptation to include interesting data and, for reasons of brevity, exclude essential documentation, but at the same time I must emphasize that such treatment of Nielsen data is a serious disservice to us.

The net result from our standpoint has been bad. We are doing our best to try to provide the various segments of the broadcast industry with sound audience measurement data of the greatest value to them. Any unauthorized divulgence of these data, and any public misinterpretation of them, naturally create serious problems for us.

H. W. BUSSMANN  
Public relations director  
Broadcast Division  
A. C. Nielsen Company

• As SPONSOR has often stated, failure to define terms is a major problem in use of research data. SPONSOR regrets its telescopic treatment of the Nielsen study fell into this trap.



## ONE WILL DO!

Just one station . . . WBNS Radio . . . will fatten your sales average in Columbus and Central Ohio. WBNS delivers the most listeners . . . twice as many as the next biggest station. The most and also the best. With 28 top Pulse-rated shows, WBNS puts push behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station  
covering 1,573,820 people with  
2 Billion Dollars to spend.

**WBNS**  
**radio**  
COLUMBUS, OHIO



# DOUGLAS FAIRBANKS JR. PRESENTS 59.5% SHARE OF AUDIENCE SHREVEPORT

First also in Cleveland with an 18.1 rating, 48.8% audience share, "Douglas Fairbanks, Jr. Presents" tops its competition in Los Angeles, Mobile and in many other markets, too. Rating histories available on request.

Rating source on request

Write, wire, phone  
**ABC FILM SYNDICATION, INC.**  
10 East 44th Street  
New York City  
OXford 7-5880



## SPONSOR BACKSTAGE



### ***Movies are better than ever—for tv***

This gentleman was a high-ranking exploitation man for a major theatrical motion picture company. When I named a fairly nominal price for the services of an artist in whom he was interested in connection with promoting one of his firm's new films, he did not reply with the enthusiasm usually associated with exploitation men. There was sadness even a touch of bitterness in his voice as he said:

"Ahhh, we can't go for anything like that. You know what the theater business is today. . . ."

And this poor fellow realized, I'm sure, that by far the worst is yet to come. His (and the film exhibitors' dilemma), however, signals the need for agencies and advertisers to start exploring (as, indeed, many already have) the fascinating deals presently available, and to be made increasingly available by tv stations who have loaded up with the feature film product, as of now, of RKO, Columbia, MGM, Warner Bros., and 20th Century Fox. Uncounted spot buys in markets of all sizes, in connection with a thousand and one feature film formats, will naturally be available. Some advertisers, such as Colgate-Palmolive, have bought complete sponsorship of certain selected stand-out film product.

The tip-off on what is developing on this front for the sponsor is the simple fact that in the last several weeks the tv distributors of major motion picture products have gone on a lay and trade press advertising binge seldom matched by any other group in the industry (networks not excepted).

National Telefilm Associates announced its new "fourth network" in full page ads in newspapers such as the *New York Times* and *Herald Tribune* in major cities throughout the country, as well as with four-page color inserts in the trade press. Competing with Ely Landau's fourth network ads in the *Times*, *Trib* and other big city dailies was the first of MGM-TV's full page ads. The MGM ads stressed the fact that only "MGM-TV affiliates" had the right to show the famous lion trademark. In the New York ad it was neatly and possibly unintentionally implied that WCBS was the MGM-TV affiliate.

Two-page spreads in the trade press in recent weeks have become almost as common as classified ads in any live newspaper. Eliot Hyman's Associated Artists' Productions, Inc. ran one on its Warner features and shorts; Screen Gems ballyhooed its Columbia product in double page spreads.

In a four-page insert the astute Matty Fox of Movietime.  
(Please turn to page 96)



*The Midwest Market Station  
of St. Joseph, Missouri*

**KFEQ**

Kenyon Brown, President; Glenn Griswold, General Manager

*Announces the Appointment of*

**SIMMONS ASSOCIATES, Inc.**

NEW YORK

270 PARK AVENUE

MURRAY HILL 8-2821

DAVID N. SIMMONS

CHICAGO

333 NORTH MICHIGAN AVE.

DEARBORN 2-2375

GALE BLOCKI, JR.

*As National Sales Representatives*

*October 1, 1956*

no matter who asks the question . . .  
in Omaha

the answer is KOWH

(Example: Hooper says 47.7%)



HOOPER



PULSE



TRENDX

This is the 58th—yes, the 58th consecutive month of KOWH leadership in Omaha. And not just hair-splitting leadership, mind you—but, way-out-front, *dominating* leadership—throughout the radio day.

*Hooper* (July-August) gives KOWH 47.7% daytime!

Latest *Trendex* gives KOWH top spot in every time period!

Latest *Pulse* gives KOWH top spot in 204 out of 240 daytime quarter hours.

This is the kind of market-dominance which Storz station ideas, programming and excitement and broad (660 kc.) coverage make possible for national and local advertisers. Results prove it, too. Ask the Adam Young man, or General Manager Virgil Sharpe for details.

**KOWH OMAHA**

————— “THE STORZ Stations” Todd Storz, President —————

PROGRAMMED FOR TODAY'S LISTENING AND TODAY'S SELLING

**WDGY**  
Minneapolis-St. Paul

**WHB**  
Kansas City

**WQAM**  
Miami

**KOWH**  
Omaha

**WTIX**  
New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.



## New on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Metal Spec, Hatboro, Pa	Levinson Bureau, Phila	ABC	Circus; Th 8-9 pm; 4 Oct
tic Refining, Phila	Ayre, Phila	CBS 4	Pitts Steelers Pro Football; Sun aft var times; 21 Oct; 6 wks
tic Refining, Phila	Ayre, Phila	CBS 2	Phila Eagles Pro Football; Su aft var times; 7 Oct; 9 wks
Ami, NY	R&R, NY	CBS 19	Good Morning; M-F 7-8 am; var 5-min segs; 18 Sept; 24 times
J. Myers, NY	BBDO, NY	CBS 142	Playhouse 90; alt Th 9:30-10 pm; 4 Oct; 52 wks
Flint	Kudner, NY	ABC	Election Night; Tu Nov 13; 8:30-concl
strand Corp, Decatur, Ala	Doyle, Dane, Bernbach, NY	CBS 81	High Finance; Sa 10:30-11 pm; 22 Sept; 20 Oct; 17 Nov; 8 Dec only
te, NY	Bates, NY	CBS 86	Mighty Mouse; alt Sa 10:30-11 am; 6 Oct; 52 wks
e Curtis, Chi	Ludgin, Chi	NBC	Washington Square; alt Su 4-5 pm; 21 Oct to 13 June
Detroit	Grant, Detroit	ABC	Lawrence Welk; M 9:30-10:30 pm; 8 Oct
Foods, White Plains	Y&R, NY	CBS 65	Godfrey Time; M 10:30-10:45 am; 3 Sept; 26 wks
Mountain, NY	Geo. H. Hartman, Chi	CBS 55	Capt. Kangaroo; Sa 9:40-9:45 am; 22 Sept; 26 wks
le, Brooklyn	R&R, NY	NBC 74	Matinee; M-F 3-4 pm; partics; 24 Sept thru 11 Oct
Morris, NY	Burnett, Chi	CBS 12	Green Bay Packers Pro Football; Sun aft var times; 30 Sept; 15 wks
Morris, NY	Burnett, Chi	CBS 8	Detroit Lions Pro Football; Sun aft var times; 30 Sept; 15 wks
Morris, NY	Burnett, Chi	CBS 33	LA Rams-San Fran 49'ers Pro Football; Sun aft var times; 30 Sept; 15 wks
Morris, NY	Burnett, Chi	CBS 17	NY Giants Pro Football; Sun aft var times; 30 Sept; 15 wks
Morris, NY	Burnett, Chi	CBS 30	Wash Redskins Pro Football; Sun aft var times; 30 Sept; 13 wks
Morris, NY	Burnett, Chi	CBS 67	Chi Cards-Bears Pro Football; Sun aft var times; 30 Sept; 15 wks
Morris, NY	Burnett, Chi	CBS 2	Phila Eagles Pro Football; Sun aft var times; 14 Oct; 5 wks
Morris, NY	Burnett, Chi	CBS 3	Balt Colts, Pro Football; Sun aft var times; 3 Sept; 26 wks
Brewing, Balt	W. B. Doner, Balt	CBS 3	Balt Colts Pro Football; Sun aft var times; 9 Sept; 10 wks
Chi	Burnett, Chi	CBS 12	Green Bay Packers Pro Football; Sun aft var times; 30 Sept; 15 wks
NY	Webb Assoc, NY	ABC	Circus; Th 8-9 pm; 4 Oct
Reynolds, Winston Salem	Esty, NY	NBC 162	People Are Funny; alt Sa 7:30-8 pm; 15 Sept; 52 wks
n, Newark	NCK, NY	CBS 142	Playhouse 90; Th 10-10:30 pm; 4 Oct; 52 wks
Sewing, NY	Y&R, NY	CBS 142	Playhouse 90; alt Th 9:30-10 pm; 11 Oct; 52 wks
st, LA	FCB, LA	NBC 74	Queen For A Day; M-F 4-4:45 pm; 9 Oct; 52 wks; multiple spons
Chi	Mc-E, Chi	CBS 101	Bob Crosby; alt F 3:30-3:45 pm; 7 Sept; 52 wks
Rubber, NY	F. D. Richards, NY	ABC	Navy Log; alt W 8:30-9 pm; 31 Oct
on Oil, New Orleans	Fitzgerald, New Orleans	NBC 150	Caesar's Hr; Sa 9-10 pm; 15 Sept; 52 wks



Eldon Campbell (3)



Jesse H. Cripe (3)



Edgar Filion (3)



George H. Frey (4)



Jeremy Gury (4)



Carl Jewett (3)

## Renewed on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
a, Amana, Ia	Maury, Lee, Marshall, NY	CBS 167	Phil Silvers; alt Tu 8-8:30 pm; 25 Sept; 52 wks
Oil, NY	Katz, NY	CBS 60	Person to Person; alt F 10:30-11 pm; 7 Sept; 52 wks
Tobacco, NY	BBDO, NY	NBC 177	Hit Parade; alt Sa 10:30-11 pm; 8 Sept; 52 wks
Foods, NY for Skippy Peanut Butter	CBB, San Fran	ABC	You Asked for It; Su 7-7:30 pm; 30 Sept
bell Soup, Camden	BBDO, NY	CBS 95	Lassie; Su 7-7:30 pm; 9 Sept; 52 wks
ler, Detroit	Mc-E, NY	CBS 176	Climax-Shower of Stars; Th 8:30-9:30 pm; 27 Sept; 52 wks
Bridgeport, Conn	Y&R, NY	CBS 149	20th Cent Fox Hr; alt W 10-11 pm; 19 Sept; 52 wks
Mills, Mnpls	Tat-Laird, Chi	CBS 70	Tales of Texas Rangers; alt Sa 11:30-12 n; 1 Sept; 36 wks
n Brew, St Paul	Campbell-M, Mnpls	CBS 47	Person to Person; alt F 10:30-11 pm; 7 Sept; 52 w
on & Johnson, New Brunswick	Y&R, NY	CBS 159	Robin Hood; alt M 7:30-8 pm; 8 Oct 52 wks
gg, Battle Creek	Burnett, Chi	CBS 122	Godfrey Show; alt W 8:30-9 pm; 12 Sept; 52 wks
tt & Myers, NY	DGS, NY	CBS 154	Gunsmoke; Sa 10-10:30 pm; 8 Sept; 52 wks
brillard, NY	Y&R, NY	CBS 122	\$64,000 Challenge; alt Su 10-10:30 pm; 30 Sept; 52 wks
naceuticals, NY	Kletter, NY	ABC	Amateur Hr; Su 7:30-8:30 pm; 7 Oct
, South Gate, Cal	W&G, Chi	NBC 81	Big Surprise; alt Tu 8-8:30 pm; 18 Sept; 52 wks
n, NY	C. J. La Roche, NY	CBS 122	\$64,000 Challenge; alt Su 10-10:30 pm; 23 Sept; 52 wks
Reynolds, Winston-Salem	Esty, NY	CBS 191	Phil Silvers; alt Tu 8-8:30 pm; 18 Sept; 52 wks
ira, Phila	Hicks & Greist, NY	NBC 74	Queen For A Day; M-F 4-4:45 pm; 25 Sept to 12 Mar; multiple spons
Chi	North, Chi	NBC 162	People Are Funny; alt Sa 7:30-8 pm; 22 Sept; 52 wks
Chi	North, Chi	CBS 79	Valiant Lady; Th 12-12:15 pm; 30 Aug; 52 wks
er Lambert, NY	K&E, NY	NBC 177	Hit Parade; alt Sa 10:30-11 pm; 15 Sept; 52 wks
on Oil, New Orleans	Fitzgerald, New Orleans	CBS 103	Valiant Lady; Tu 12-12:15 pm; 4 Sept; 52 wks
oot, Buffalo	BBDO, NY	CBS 160	Robin Hood; alt M 7:30-8 pm; 1 Oct; 52 wks
ey, NY	Ayer, NY	CBS 60	Garry Moore, F 11-11:15 am; 20 Sept; 13 wks



## New and renew

## 3. Broadcast Industry Executives


NAME	FORMER AFFILIATION	NEW AFFILIATION
David C. Adams	NBC, NY, staff vp	Same, exec vp corp relations
James Barry	WRCA-TV, NY sales	Same, sales mgr
John Blair	John Blair Co, NY, pres	Same also: Hoag-Blair, NY, pres
Alan Bress	Stars Natl, NY, acct exec	Stars Natl, Chi, gen mgr
Charles L. Burrow	WBZ-WBZA, Boston, sales promo mgr	Same, natl acct exec
Eldon Campbell	WBC, NY gen sales mgr	Time Inc-KDYL, Salt Lake City, cnsnt bcst mgmnt
Norm Cissna	Meeker, Chi, acct exec	Same, sales mgr midwest
John M. Clifford	NBC, NY, admin vp	Same, exec vp-admin
Ben Colman	Screen Gems, NY, east area mgr	Same, also asst director synd sales
Chester A. Cooper	WFIL-TV, Phila, tv prod mgr	Triangle Bestng, Phila, prod coordinator
Phil Cowan	CBS TV, NY, mgr press rels	Screen Gems, NY, pub-exploit mgr
Jesse H. Cripe	WTVJ, Miami, asst ops mgr	Channel 12, Jacksonville, Fla, gen mgr
Michael H. Dann	NBC TV, NY, vp prog sales	Same, vp tv prog sales
Charles R. Denny	NBC, NY, vp owned am-tv stns & spot sales	Same, exec vp-operations
Dick Drummy, Jr.	ABC TV, La, west sales mgr	WFAA-TV, Dallas, comml mgr
James A. Felix	WFIL-FM, Phila, stn mgr	WFIL-TV, prog director
Edgar B. Filion	Meeker, NY, east tv mgr	Same, vp tv div
Richard Foote	Hoag-Blair, NY, exec vp	Same, gen mgr
Raymond L. Fuld	NBC TV, NY, net sales spec	MGM, NY, sales
Glenn Gilbert	Katz, Detroit	Avery Knodel, Detroit, mgr
William R. "Billy" Goodheart, Jr.	NBC, NY, program exec	Same, in chg tv net sales
Tom Gorman	WEEL, Boston, sales mgr	Same, gen mgr
Gordon J. Grant	WCOP AM-FM, Boston, sales	Triangle stns, NY, natl sales, J. F. Moore
Frank Harmon	WBAW, Barnwell, SC, asst mgr prog-news	WSNW, Seneca, SC, excc asst to gen mgr
Jay J. Heitin	WRCA-TV, NY, sales mgr	Same, sales director
Barry Hersh	WKRC-TV, Cinn, film director	Same, comml prod mgr
H. M. "Mack" Humpidge	WSAV-TV, Savannah, sales	Same, comml mgr
Carl Jewett	Meeker, Chi, branch mgr	Same, vp midwest ops
Charles L. King, Jr.	KARD TV, Wichita, sales	Same, local sales mgr
Lewis Klein	WFIL-TV, Phila, director	Same, tv prod mgr
Robert E. Krueger	Texaco, Nebr, gen sales	KIDO-TV, Boise, natl sales mgr
Hugh Ben LaRue	WINS, NY, gen sales mgr	KTVR, Denver, exec vp
Edward H. Macaulay	NBC Spot Sales, San Fran, tv sales	Same, head west div rad sales
Howard W. Maschmeier	Triangle stns, Phila, exec asst	Triangle stns, NY, natl sales
Herman Maxwell	WRCA, NY, sales	Same, sales mgr
Thomas A. McAvity	NBC, NY, vp net tv	Same, exec vp tv net programs
Lee Mehlig	KTLN, Denver, natl sales mgr	Same, gen sales mgr
W. O. "Bill" Mogge	Schlitz, Ala, dist sales mgr	WAPI, Birmingham, mgr am sales
Louis J. F. Moore	Meeker, NY, mgr am div	Same, vp am div
Paul Murray	WTTV, Indianapolis, acct exec	Meeker, NY, acct exec
Stuart M. Nathanson	Cascade Bestng, Yakima, Wash, prod mgr tv	KTVW, Seattle, prod mgr
Joseph Novenson	WFIL AM-TV, Phila, anncr	WFIL-FM, stn mgr
Vic Piano	Meeker, NY, promo director	Same, sales develop-promo director
John H. Pindell	KING-TV, Seattle, local sales mgr	KGW-TV, Portland, sales mgr
George Rogers	WKRC-TV, Cinn, coml prod mgr	Same, tv sales rep
J. L. Sayers	CKWX, Vancouver, sales mgr	Same, C-FUN, Vancouver, mgr
Arthur C. Schofield	Storer Bestng, Miami Beach, adv-sales promo director	Same, vp adv-promo
Walter D. Scott	NBC, NY, vp-natl sales mgr tv	Same, vp-tv sales director
William Nelson Shafer	ARB, Monterey Pk, Cal, west div sales	Same, pacific coast mgr
Frank J. Shea	Pelican Films, NY, vp sales	Hal Roach, NY, director east ops comml div
Nat A. Sibbold	Closures, Inc, Detroit, asst gen sales mgr	WWJ-TV, sales
Chuck Standard	Meeker, NY, tv acct exec	Same, east sales mgr tv
Carl M. Stanton	NBC, NY, vp	Same, vp tv programs-sales-business affairs
Jack Steck	WFIL AM-TV, Phila	Same, exec asst prog develop
George C. Stevens	WRCA, NY, sales mgr	Same, sales director
Harvey J. Struthers	WEEL, Boston, gen mgr	WHCT, Hartford, gen mgr
Harry Trigg	NBC, Chi, prog mgr	WNBQ-WMAQ, Chi, prog director
Mrs. Mimi von Zelowitz	YGR, NY, am-tv research super	Meeker, NY, research director
Larry Wasserstein	Harry B. Cohen, NY, timebuyer	Stars National, NY, acct exec



Hugh Ben LaRue (3)



Lee Mehlig (3)



W. O. "Bill" Mogge (3)



Louis Moore (3)



Arthur C. Schofield (3)



Frank J. Shea (3)

## 4. Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Irving Berk	Ir. Berk Co, NY, owner	Friend, Reiss Adv, NY, acct group head
Kenneth C. Bert	Scranton Lacc, Scranton, asst to pres	Lenhrt Adv, Hopewell, NJ, vp
Gordon F. Buck	FCB, Chi, asst gen mgr	Same, vp-media director
James R. Cannon	Compton, NY, media	Same, asst acct exec
Donald Daigh	YGR, NY, tv prod	Esty, NY, exec prod tv commls
Donna DeCamp	Cary-Hill, Kansas City	Cary-Hill, Des Moines, am-tv director
Richard J. Farricker	Mc-E, Detroit, vp-group head	Mc-E, NY, acct mgmnt service director
George H. Frey	NBC TV, NY, vp sales	SSCB, NY, vp net ops
Ed Gardner	Actor-prod-writer	JWT, NY, tv creative prod staff
Mrs. Thelma Gardinier	Subrow, Phila, am-tv timebuyer	Arndt, Preston, Chapin, Lamb & Keene, Phila, am-tv
Dorothy Gill	Leo Burnett, Toronto, in chg media	KGE, Toronto, media super
Ammon B. Godshall	Mc-E, Detroit, acct exec	Same, vp-group head
Rosann Gordon	Street & Finney, NY, am-tv dept	TAA Adv, NY, am-tv media buyer
Jeremy Gury	BGB, NY, vp-copy chief	Bates, NY, vp creative super
Storrs Haynes	Compton, NY, vp am-tv	JWT, NY, tv group head
Glenn Holcomb	Love Electric, Seattle, adv mgr	Cole & Weber, Seattle, acct exec
Robert G. Hurd	Free lance prod-writer	Cole & Weber, Seattle, am-tv director
Robert F. Hussey	FCB, Chi, vp	FCB, Detroit, media acct exec
Henry S. Jacobson	Bates, NY, acct exec	LGN, NY, vp Colgate acct
Bob Jarde	Inland Distrib, Kansas City, adv mgr	Cary-Hill, Kansas City, acct exec
Frank W. Julsen	RGR, Chi, vp-acct exec	Cunningham & Walsh, Chi, acct super
Robert P. Leonhard	Mc-E, Detroit, asst acct exec	Same, acct exec
Willard Mackey	Gen Foods, NY, prod mgr	SSCB, NY, acct exec
Gracme "Sandy" MacLeod	L. C. Gumbinner, NY, acct super	Same, vp
Irving Mark	Leeds & Northrup, Phila, media director	Arndt, Preston, Chapin, Lamb & Keen, Phila, media dir
Alan Morgan	Cary-Hill, Des Moines, copy	Same, acct exec
Joseph Pedott	Pedott Acy, Chi, owner	R. Jack Scott, Chi, acct exec
Shelley Platt	NCK, NY, tv prod	Same, am-tv prod mgr
Edward M. Stern	FCB, Chi, media dept	Same, media mgr



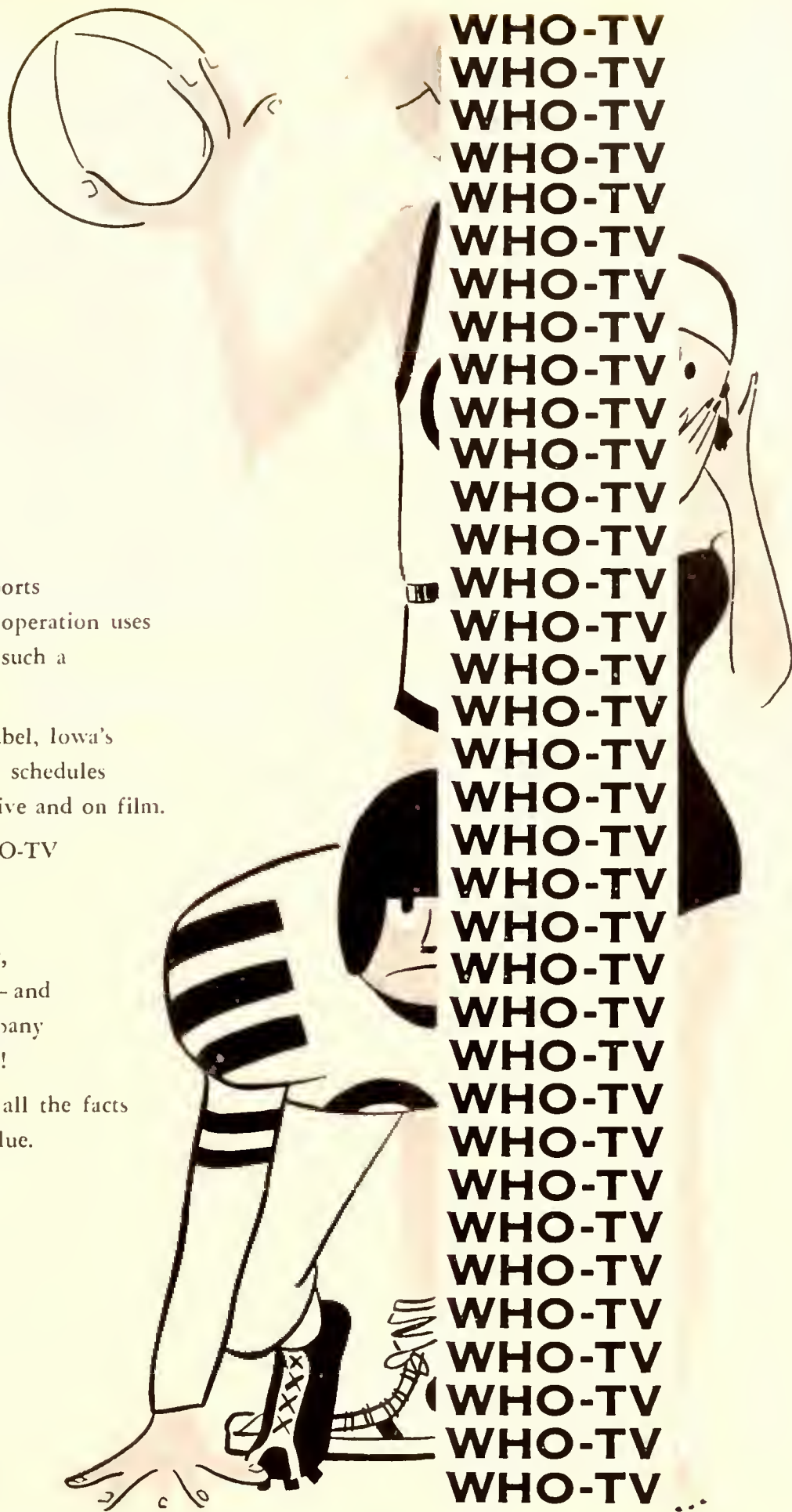
# Covers All Sports!

IOWA sports lovers get top television sports coverage on WHO-TV, because our TV operation uses the same great sports staff that has built such a tremendous reputation on WHO Radio!

In addition to daily sportscasts by Jim Zabel, Iowa's "most-listened-to" sportscaster, WHO-TV schedules scores of exciting *sports contests* — both live and on film.

How loyal and enthusiastic is the WHO-TV sports audience? Well, last Fall when there was a slight technical delay in getting one football telecast on the air, WHO-TV received 1500 phone calls — and the Northwestern Bell Telephone Company reported a backlog of 5000 other calls!

Let Peters, Griffin, Woodward, give you all the facts on WHO-TV — Iowa's BIG television value.



## WHO-TV

Channel 13 • Des Moines

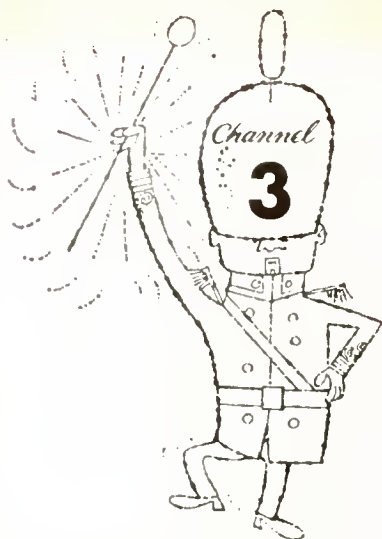


Col. B. J. Palmer, President  
P. A. Loyet, Resident Manager  
Peters, Griffin, Woodward, Inc.  
National Representatives



Affiliate

# JULY '56 TELEPULSE PROVES KTBS-TV LEADS in Shreveport



## LEADS IN 54%

of rated quarter hours from 5:00 P.M. to 10:00 P.M. Sundays and 6:30 P.M. to 10:00 P.M. Monday through Friday.

## LEADS IN 65%

of the rated quarter hours from Noon to 5:00 P.M. Monday through Friday.

## LEADS IN 67%

of the rated quarter hours from 1:00 P.M. to 6:30 P.M. Sundays.

## LEADS IN 57%

of the rated quarter hours from 6:30 P.M. to 10:00 P.M. Mondays, Wednesdays and Fridays.

## LEADS IN 72%

of the rated quarter hours from 6:30 P.M. to 10:00 P.M. Thursdays.

# KTBS-TV

CHANNEL

## SHREVEPORT LOUISIANA

E. NEWTON WRAY, President & Gen. Mgr.

NBC and ABC

Represented by

**Edward Petry & Co., Inc.**

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



### agency profile

### David E. Fulmer

Program director, head of Hollywood office  
Guild, Bascom & Bonfigli, Hollywood

"I got into tv because I once played the trombone," says Guild, Bascom & Bonfigli's Hollywood program director, Dave Fulmer. "But I can honestly say that my four kids grew up in the business."

The not-so-tenuous connection between Fulmer's trombone and his first tv job was the fact that the bandleader, sales manager of KRON-TV, San Francisco, offered him a directing job. Fulmer points out that he brought to that job "years of experience trombone-playing in the Army Air Force, not to mention work at the Pasadena Playhouse acting, directing, writing and producing."

An informal man in his thirties, Fulmer feels that the serious business aspects of advertising have in no way cramped his style as an artist. "Commercial tv is a personality medium," he says.

"Our agency has a personality. Each of our products has a personality. Our job on tv is, of course, to win friends and influence sales figures. And the way to achieve this is by making compatible the various personalities of product, agency, copy and announcer."

Fulmer defines his job by stressing his function as coordinator between product personality and the tv commercial announcer. "And I try to see that neither suffers at the hands of the production."

Since Hollywood is the West Coast production center, Fulmer's job includes riding herd on network tv shows originating from there for such agency clients as Ralston-Purina and Skippy Peanut Butter, as well as supervising film production farmed out to independent producers.

As tv program head for an agency famed for its off-beat approach, Fulmer is equipped with a very essential, wry sense of humor. GB&B's fun-type tv commercials have given the agency a distinctive reputation as the creative shop that's done for tv what Ogilvy, Benson & Mather did for print advertising.






"But there are times when a sense of humor alone doesn't help," Fulmer says. "Right now our San Francisco creative office has me stumped. They just sent along some copy introducing Mother's Cookies' new package, which will be seen on tv. But how the hell am I going to show this 'passionate purple package' on a black-and-white television screen?"

★ ★ ★





# THE NEW PHILADELPHIA STORY

(A COLORFUL TALE)

A  is proud by nature. But one  may be prouder than another. Right now, the proudest  in Philadelphia is the one who's making his home at WRCV-TV. The WRCV-TV  is now the most colorful bird in town—the first native  ever televised from its own backyard in all its splendid, true-to-life glory!

Yes, Philadelphia is taking on a new kind of local color. As of September 24th, WRCV-TV telecasts in live COLOR, on a regular basis, over its own facilities. Color cameras—color film—color slide equipment—everything's on hand for local productions ranging from station-breaks to full-scale Spectaculars! Everything you need to show your product at its colorful best, in the nation's fourth largest market.

Let our friend, the  show you the colorful way to feather your  : **WRCV-TV•3**

**53.5%**  
**AUDIENCE**  
**SHARE\***

MONDAY thru FRIDAY



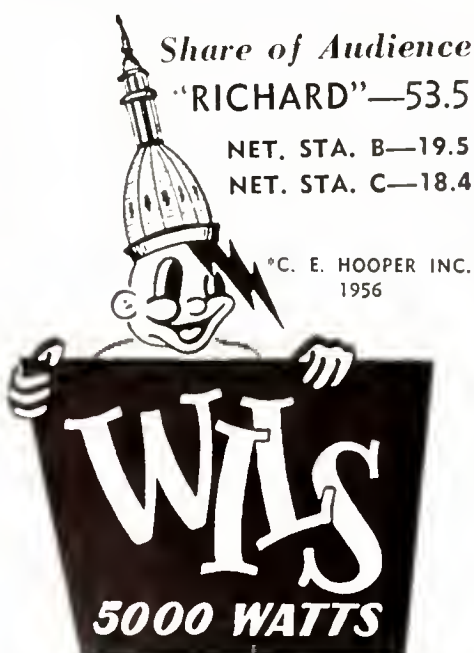
ON THE AIR 6 YEARS

**"STRICTLY  
RICHARD" from**

with **DICK FRENCH**

**10 AM — 1:15 PM**  
**MONDAY - SATURDAY**

NON-REQUEST SHOW  
STANDARD, PROVEN MUSIC



Share of Audience  
"RICHARD"—53.5

NET. STA. B—19.5  
NET. STA. C—18.4

©C. E. HOOPER INC.  
1956

**LANSING, MICHIGAN**  
**MUSIC • NEWS • SPORTS**  
CALL  
VENARD • RINTOUL • McCONNELL, INC.



**Mr. Sponsor**

**Walter A. Sheaffer II**

President  
W. A. Sheaffer Pen Co., Fort Madison, Iowa

"Tv should be called demonstravision," suggests Walt Sheaffer, 34-year-old president of the W. A. Sheaffer Pen Co. "Demonstration, the most powerful selling force available, has been tv's most important contribution to Sheaffer pen sales."

And today, as the firm's young president points out, Sheaffer leads the writing-tools industry both in domestic sales and in tv advertising. The firm's advertising is handled through Russel M. Seeds Co., Chicago.

"Television advertising reaches maximum effectiveness only when retailers tie into it with local advertising and promotion. Our commercials are designed to sell at point-of-sale as well as in the home. We try to give them dramatic visual impact and remembrance value that will remain with consumers when they go into retail stores to buy writing tools."

Sheaffer first used network tv in fall 1952 when it introduced the "no-dunk, messproof Sheaffer Snorkel fountain pen" on NBC TV's *Show of Shows*. (See Snorkel Pen Made Sheaffer Switch to TV, 27 June 1955, page 36.) Sales results were almost immediate. Shortly after its tv debut, the firm went on to cosponsor Jackie Gleason on CBS TV until he signed an exclusive contract with Buick in 1955. Since then Sheaffer has been identified with such shows as CBS TV's *Two for the Money*, ABC TV's *Who Said That* and *Penny to a Million*. Starting 2 October, Sheaffer will cosponsor *The Brothers*, a new CBS TV situation comedy.

Grandson of the founder of the 43-year-old pen company, Walt Sheaffer started working for the firm in 1945, became president in 1953. A six-foot Midwesterner, Sheaffer likes to relax from his responsibilities when he's out duck hunting. He lives about a mile from the pen company's headquarters with his wife and four youngsters. "And one of the nicest things about the job is the fact that I can get to it from home in five minutes."

Marketing-conscious, Sheaffer feels he can't overstress the importance of tv. "As mass merchandising techniques come into greater use and consumers come to the retailer armed with preconceived opinions about brand name products, television advertising provides an additional means of demonstrating products and implanting these opinions before the consumer gets near the store." ★ ★ ★



*Chicago,  
Chicago,  
That Meat-Packin' Town—  
Number One  
in the World!*



... AND  
ARMOUR & COMPANY  
SELLS MEAT IN CHICAGO  
WITH WMAQ's GEORGE STONE

No mean packer himself, George Stone crams a tremendous amount of selling for Armour & Company into his Monday-through-Friday 4:30 pm newscasts. For years an established radio favorite with Chicago's listening millions, George knows how to transform high audience-ratings into mounting sales figures for his sponsors. And he's ready to do that job for you, too . . . for as little as 21¢-per thousand listeners.



Follow the leaders like Armour who really *know* this market. Put this dynamic salesman to work for you on his own "George Stone Record Show" (Monday-Friday, 4:35-4:45 pm) or on "George Stone and the News" (Monday-Friday, 5:45-6:00 pm). Get complete details from NBC Spot Sales. In New York, call your NBC Spot Sales representative for an immediate Radio-Phonic Spot Buying audition by telephone.

**WMAQ**



Radio leadership station in Chicago

SOLED BY



**SPOT SALES**



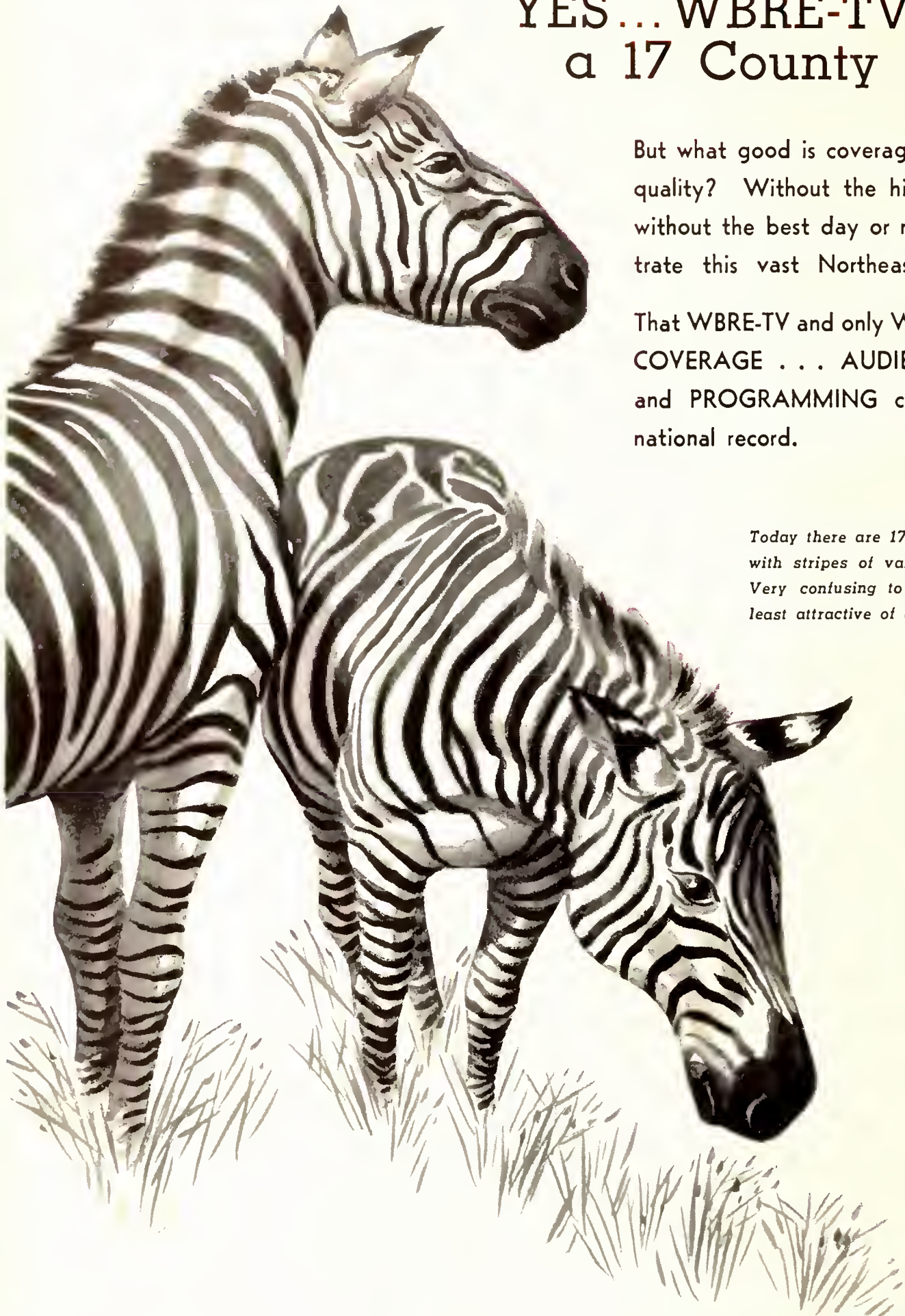
# ... NOT SEVENTEEN?

## YES... WBRE-TV does have a 17 County Coverage

But what good is coverage without consistent picture quality? Without the highest audience ratings and without the best day or night programming to penetrate this vast Northeastern Pennsylvania market?

That WBRE-TV and only WBRE-TV has all four of these: COVERAGE . . . AUDIENCE . . . RATINGS . . . and PROGRAMMING consistently, is a matter of national record.

*Today there are 17 or more kinds of Zebra with stripes of varying widths and colors. Very confusing to the eye, making them least attractive of all four hoofed animals.*



AN **NBC** BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered:	LUZERNE	LACKAWANNA	LYCOMING	COLUMBIA	
	SCHUYLKILL	NORTHUMBERLAND	MONROE	PIKE	WAYNE
	WYOMING	SULLIVAN	SUSQUEHANNA	BRADFORD	UNION
		SNYDER	MONTOUR	CARBON	

**WBRE**  
**TV Channel 28**  
**WILKES-BARRE, PA.**



# Agency marketing services: do clients really use them?

**Most air clients employ some marketing services, but extent of use depends on product, company. Promotion is best liked service**

*by Evelyn Konrad*

**D**o clients really want their agencies in marketing?

To what extent do clients actually use these extra agency services?

And what do clients think of their agencies' ability to handle services that range today from sales promotion to public relations?

The agency in 1956 is a complex organization staffed and equipped to render a multitude of services over and above the creating and placing of advertising. (See 23 July 1956 SPONSOR.) Agency-men say these services give them a broader more business-like scope that helps in shaping of advertis-

ing strategy for the needs of their various clients.

The crucial point, however, is whether these services are of tangible value to clients. To gauge the answers to the questions posed above, SPONSOR went to top advertising executives of major radio-tv clients. The cross-section interviewed included such diversified product categories as drugs, package foods, gasolines, automotives, hard goods.

From these interviews emerged a series of conclusions, which summarize the reactions of clients with combined 1956 advertising expenditures in excess of \$102 million—better than 60% of this expenditure devoted to air media:

**Displays are created by agency merchandisers. Herb Landon, K&E west coast promotion, checks setup**



SPONSOR

OBER 1956



1. Most clients, including those who do not use many extra agency services, feel that marketing experience has given advertising thinking of their agencies greater depth. The agency's attempt to know the client's problems from manufacture through distribution, clients feel, gives the agency a better perspective in its advertising recommendations, particularly in tv and radio.

2. Medium-sized advertisers, particularly in the package-goods field, tend to use agency services, like extensive marketing research, in far greater measure than some hard-goods giants. However, in this area virtually every generalization has loop holes. For example, a giant hard-goods manufacturer with a large staff devoted to marketing research still uses his agencies to review the research or amplify it from a more objective viewpoint. The only valid generalizations in this area are (1) sales promotion is the most frequently used extra service; (2)

price and distribution counsel are the least frequently used agency services.

3. Usefulness of specific services hinges not so much on the particular product the client sells as it does on the client organization. The higher the level in the client operation where sales, advertising and marketing are integrated, the more use the client is likely to make of the agency services. If advertising and sales are not coordinated the client often makes less efficient use of his agency's services.

4. The cost of these extra services depends upon the size of the client's budget and the profitability of the billing. Fees for the services are negotiated as the services are required, and the majority of clients interviewed felt that fees agencies ask were proportionate and fair in most instances.

5. Public relations is the agency service most heavily under fire from clients. Those interviewed by SPONSOR, including a number who use agency p.r. facilities, felt that this is a spe-

cialized field which agencies should stay away from. The majority of those interviewed who did use their agency p.r. staff used it principally for tv program or product publicity.

Here, then, in greater detail are the reactions of clients to specific services beyond media and copy that their agencies perform:

**Product research:** "Clients lose out," says the ad manager of a multi-product drug company, "if they don't use their agency's services to the fullest. The modern agency should be more than a space or timebuying operation: I look to the agency to provide general marketing strategy and want it to furnish me with information on (1) new product uses and areas; (2) packaging; (3) merchandising; (4) sales promotion."

He mentioned one product research project, suggested and carried out by the agency, which resulted in laboratory experiments and an eventual

## HOW AIR MEDIA CLIENTS USE AGENCY MARKETING SERVICES

### PRODUCT RESEARCH

Heaviest users of this service tend to be in food or drug field. But hard-goods manufacturers, like one freezer company, can benefit from it. Freezer didn't sell despite heavy tv effort. Research showed minor product disadvantages. Client corrected them, and freezer sales unfroze.

### DISTRIBUTION

Major suggestions, like upheaval in distribution pattern, rarely come from agency, clients say. But agency marketing counsel is valuable on determining such things as best location of product in a supermarket, even whether new product should be drug or grocery-chain distributed.

### PRICING

Agency suggestions for pricing are most valuable for products that are subject to frequent price promotions, drug products particularly. For instance, Hinds let agency test whether it should package 49¢ bottle plus 10¢ dispenser, or 98¢ pack of two 49¢ bottles with free dispenser.

### PACKAGING

Because of need for new packages to be "tv-proof" and even color-tv-tested, agencies play valuable role in packaging according to cigarette, food, drug and even gasoline clients. However, some clients charge that agency package designers are higher priced than independents clients hire.

### SALES PROMOTION

The great majority of clients, particularly air media advertisers, use this service most and like it best of all. Heavy tv investment especially, they say, has made point-of-sale carry-through and other sales promotion essential. Clients who don't use agency for this are exception.



## McCANN-ERICKSON

Stan Canter, director of marketing research, pointing to map, explains sample to researchers (l. to r.) A. Achenbaum, S. Stanislaw, Ruth Lusskin, and Henry Senft



## CUNNINGHAM & WALSH

Publicity director Kate Urquhart is briefed by department store buyer on duties for her week in retail work. Week of retailing is part of her job for sewing machine client



## BBDO

Two of BBDO's home economists work out recipes in agency's test kitchen for client products, such as Campbell Soups. These product tests form base for copy approach



change in the product formula. The agency used a consumer panel to find out how a deodorant compared with its competition in terms of (1) fragrance; (2) stickiness; (3) skin irritation; (4) effectiveness as an anti-perspirant. The preliminary test was followed by lengthy and detailed questionnaires processed by the agency. On the basis of this research, the agency made recommendations to guide the client laboratory research. Result: several years later the company introduced a deodorant with a new formula.

"I'd hazard a guess," said the product manager of a major drug company, "that there's no reason any industry should not use its agency or services of its agency to the same extent as we do. After all, every industry needs fundamentally the same answers."

Yet, where product research or new product development is concerned, there's a very wide range of opinion among clients. The soap giants, for instance, use their agencies to a large extent to explore (1) the size of the potential market a new product might claim and (2) what shape, size and form the new product should take; this and other information the companies also gather through their own staffs of researchers.

Among hard-goods manufacturers, opinion on the value of such agency

service divides sharply.

"The agencies can't duplicate the staff of experts who develop our product," says the executive vice president of a major electrical appliance manufacturer. "We have engineers and consultants on the payroll to develop product improvements from the technological viewpoint. We've got stylists to study the trends in furniture and colors. How could the agency help us there?"

As an electrical appliance adman further pointed out, the value of the type of consumer market research agencies do is an "after-the-fact guide to product or style preferences." And he added, "In our field (radio and tv set manufacture) there's no need for such information since the industry-wide county-by-county sales figures that are available to all of us in weekly and monthly bulletins tell us more than an isolated agency's isolated consumer panel could."

Technical product improvements, in other words, hinge not on consumer preferences, these clients say, but on research. The agency can't contribute here. And style preferences, they say, are indicated by their industry sales records which agency research couldn't hope to approach in accuracy.

But this point of view is not necessarily generic to the entire hard-goods field. For instance, one electrical ap-

pliance manufacturer had designed a freezer without benefit of consumer research. Despite heavy net tv backing, the freezer didn't sell. It seemed to be competitively priced, was highly available in retail outlets, but it didn't sell.

The client asked the agency to do a study. The agency, one of the top three in air media billings, has a homemakers' opinion poll of 5,000 families throughout the U.S. But in this instance the agency's market research people set up special selected consumer interviews from which the following conclusions emerged: (1) the basket in the freezer was too inaccessible; (2) other minor changes would make it easier to use. The product changes were incorporated, and the tv campaign was left intact. Within weeks, sales showed improvement.

Says a marketing executive of McCann-Erickson, "The coordination of research and creative processes within an agency works to the client's advantage. It gives the agency creative people access to broader product knowledge."

And the majority of client ad executives interviewed agreed with that conclusion.

Sometimes, of course, it becomes extremely difficult to adequately evaluate the agency's contribution to a marketing strategy, say some admen. An

(Please turn to page 100)

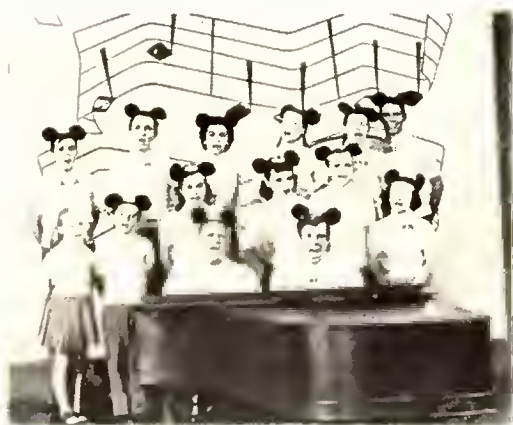




**1933** Post-depression years saw Welch Grape Juice Company sales rise from under \$3,000,000 annually to about \$8,000,000 with aid of CBS' Irene Rich who sold diet conscious listeners on reducing theme "too successfully"



**1950** When Welch's marketing approach was revised in '50 the Welch Company went into sponsorship of top kid show Howdy Doody in order to sell the Welch line of products to mothers and children as a refreshment drink



**1954** Welch's moved over to ABC's popular "Mickey Mouse Club"; carried on pattern of merchandising set when company was sponsoring Howdy Doody. Disney characters continue to sell Welch's as a healthy refreshment

**1956** Latest addition to the Welch programming is NBC's daytime tv participation show under direction of Bill Leyden. New show, which commenced for Welch's in September, is designed especially to appeal to women



# How to make

**Welch's had limited market**

**M**any of Madison Avenue's young men in Brooks Brothers suits were hardly out of their diapers when Welch's Grape Juice began sponsoring Irene Rich over the CBS Radio network in 1933. Even so it's not too surprising how many may remember her and the accompanying copy that touted Welch's as a weight-reducing drink for almost a decade.

Since 1933 Welch's Grape Juice has kept pace with the country's growth in a way that would make its founder, Thomas Bramwell Welch, a Vineland, New Jersey dentist and Communion steward of that town's Methodist Church, wonder at what he had wrought. This year the Welch Company will invest \$1,000,000 in television and radio in order to sell its Grape Juice, Grape Jelly, Grapelade and Welch's Frozen Grape Juice.

Since Welch's sponsorship of Irene Rich, the Grape Juice has gone through three stages of advertising growth. Initially Welch's was advertised as the drink that would aid in reducing. The theory was that if it was drunk before meals it could reduce appetites sufficiently to enable dieters to cut down on the intake of foods, particularly those of a high calorie value. From the standpoint of memorability the campaign waged by Rich was probably one of the most successful in the chronicles of advertising. There is hardly an adult alive today according to Richard K. Manoff, of the agency



# Mass product out of a specialty

**Drink. But tv and new copy delivered mass market, quadrupled sales**

that bears his name, old enough to be aware of advertising who does not even now associate Irene Rich with Welch's. A remarkable number of people continue to think of Welch's in terms of staying thin or dieting.

In the words of Barbara Collyer, Welch advertising manager in 1951 (see SPONSOR 10 September 1951) the drink Welch's and stay thin campaign was "Too successful." Now, five years later the stay thin campaign is still remembered though two newer approaches have since taken its place.

In late 1950 Welch's entered into sponsorship of the *Howdy Doody Show* on NBC-TV and began to sell itself on the basis of inherent characteristics that had theretofore been overlooked.

Richard Manoff, the man most responsible for the revision of thinking

about the Welch's campaign, last March left Kenyon & Eckhardt to open his own shop with Welch's as his first account. The split with K & E was a completely friendly one that arose out of K & E's acquisition of the Pepsi Cola account. Because of the soft drink approach that Manoff developed for Welch's the Pepsi Cola people asked K & E to resign the account before taking them on. When K & E resigned Welch's, the company asked Manoff to continue handling it for them and the Richard K. Manoff agency was formed. The first six months of the young agency's existence were organizational without any attempt being made to solicit business. Some accounts have been turned down "regretfully" explains Manoff because the plans for the agency are that it will specialize in package goods con-

fined to supermarket distribution.

While with K & E, Manoff, besides holding down a vice presidency as supervisor of food accounts, was chairman of the agency's marketing plans board on all accounts and a member of the review board on all accounts.

Manoff developed Welch's appeal simply as a delicious and refreshing drink. Advertising suggested that Welch's be substituted for, or used with, soft drinks that were already being consumed. The objective was to create a frequent and repeated use as a refreshment with a subordinate emphasis of its healthful aspects.

The assumption was that Welch's healthful properties were already taken for granted by the public. It was also assumed that because parents were aware of Welch's healthful qualities  
(Please turn to page 106)



Jack M. Kaplan, former Welch's president, who turned Company over to the growers



(L to r) Howard Nuss, Welch's executive v.p. advertising & sales; Richard K. Manoff; Douglas M. Moorhead, president National Grape Coop., and Raymond T. Ryan, Welch's v.p.

# Is this the year of the network radio breakthrough?

**Signs of increased business indicate that webs have finally "reached" the advertiser with new concepts of economy, flexibility, big audiences**

**T**he Great Rediscovery of Radio which has taken place during the past year or so has affected all sectors of the medium in one way or another.

No group of broadcasters welcomed the reawakening more than the networks, for they had been hit the hardest by the impact of tv's glamor. The radio webs had adjusted themselves to the new era long before many advertisers realized it so that when the reawakening came, the webs were prepared with programing and selling concepts that spelled out the fact that radio was not competitive to tv but a different medium with special strengths all its own.

As 1956 goes into its last quarter signs are multiplying that an upturn in network radio's fortunes is at hand.

For example, ABC expects to gross 10 to 20% more this year than last and CBS, which has been pacing the new business increases, reports that

the last quarter of 1956 and the first quarter of 1957 will bring in more money to CBS than the comparable quarters the year before. Though less specific, Mutual and NBC are also shooting for higher sales targets. At the present time, however, overall network business is running behind last year.

Many have wondered what has delayed the expected upturn. Specifically, what has kept advertisers from rushing to embrace network radio's ability to enmesh large audiences through scattered participation buys and at a cost no one denies is rock bottom?

There is no one, simple answer since a complex medium and a diversity of advertiser problems are intermingled here. However, discussions with network executives have brought out some of the broad factors they have come up against in this readjustment era.

Mentioned most often is the heavy psychological disadvantage which staggered network radio when tv went big-time. This is described as more than a mental condition among advertisers. One culprit, as the radio networks see it, is pressure from the dealer and salesman for tv excitement. But there was also the attitude among advertisers and agencies (even before dealer pressure was felt) that tv was easy to put across at sales conventions and radio wasn't.

John Karol, sales chief at CBS Radio, told SPONSOR: "Now that I look back, I can see that, originally, there was an excess of interest in network radio during the halcyon days. This demand for excitement carried over into tv. The top 10 complex is still with us. I suppose advertisers had to try tv to see what it could do and the dealers demanded it.

"But, now it's been done. A lot of

**ABC:** Network's morning program block, which includes "When a Girl Marries," below, really got off the ground with sales when the network broke up the shows into five-minute segments



**CBS:** Use of more big names on webs at night includes half-hour strip of Robert Q. Lewis, Monday through Friday. CBS is also negotiating for Jack Benny in old Sunday night slot







**MBS:** Web is in midst of program revamping, aims to reach bulk audiences during the day, selective audiences at night. Among the shows MBS will build around is "Queen for a Day"



**NBC:** New management team, headed by Matthew Culligan, will start promoting network radio via "imagery transfer" theme, which stresses economy of using tv sales themes in radio plugs

advertisers have found tv terribly expensive and are looking for bread-and-butter advertising opportunities. And these opportunities exist in network radio."

This doesn't mean that network radio people see the medium as plain and uninspired. Karol stressed the importance of well-known names to attract an audience. And the search for ways and means to bring network radio's own brand of excitement continues.

Matthew Culligan, NBC Radio's new boss, points to *Monitor* as an example of the kind of excitement network radio needs. He also told of plans for a new show, tentatively titled *The Most Beautiful Voice in America*. Listeners will be invited to record their voices and enter them in a contest. The contestants may sing, recite or act. The contest will start on the local station in line with NBC Radio's policy of

building programming jointly with the affiliates. Current thinking at the web is to slot, perhaps, five-minute segments of the show into *Monitor*.

"This has all kinds of merchandising possibilities," Culligan explained. "An auto advertiser could arrange for contestants to sign up in dealers' showrooms. A package-goods advertiser could ask contestants to send in box tops. And so forth."

Another barrier faced by the radio webs was the lack of good, solid communication between the networks on one hand and the agencies and advertisers on the other. It's not that buyer and seller weren't in contact. Rather, the networks point out, the contact was routine and hovering over the meetings was the deadly atmosphere in which radio was constantly compared with the years before rather than being looked at with fresh eyes.

What has happened recently has

been a breakthrough, especially to the advertiser himself. The \$1.5 million Colgate deal CBS Radio made involving a total of 20 7½-minute segments on a scattering of daytime soapers followed a series of meetings with the client. It was not a question of going over the head of the agency, since the number of products involved also involved a number of agencies and, consequently, the final decision (with the question of quantity discounts) could only be made by Colgate.

The important thing was that the decision involved the client's grappling with some fundamental media issues (tv money was used in the CBS buy) and, inevitably, brought about some rethinking on the part of Colgate. The way the networks look at it, now that the decision is made the sales job is easier for the future.

The Colgate buy had something of  
(Please turn to page 113)

## How network radio is working to break through to the advertiser

### THE BARRIER

Lack of solid communication in recent years between webs, clients was caused by routine contact, tendency to compare network radio with old days. Advertiser has finally been brought to look at network radio with fresh eyes and take advantage of its unique values

### THE PROGRAMING

Network radio suffered most from tv because latter took its place in excitement value. Dealers demand tv and clients find tv easier to sell to their salesmen. Webs realize now that clients had to try tv but, now that they have, urge clients to try network radio's economy

### THE BREAK THROUGH

Trend to short program, like five-minute news show, seems to have run course. Longer shows are getting more attention, one reason being they can be sold at lower prices. Entry of big names at night, like Bob Hope and Jack Benny, may renew interest in that time





**1908:** Sarnoff, who had taught himself Morse Code, became wireless operator at the Marconi station on Nantucket Island



**1922:** Sarnoff, now with RCA, demonstrated possibilities of international broadcasting before the New York Electrical Society



**1939:** "Now we add sight to sound!" Television was demonstrated to the public for first time at the N. Y. World's Fair

## GEN. SARNOFF: THE 20TH CENTURY

The radio-tv era has been sparked for 50 years by this down-to-earth visionary with an unusual record for dreaming out loud, then pitching in to make those dreams come true

**F**or most of the 50 years since September 1906, when 15-year-old David Sarnoff became interested in wireless telegraphy, the electronics industry has been in a wild race to keep up with his predictions. Most of his predictions have come true. More are destined to come true soon. But should they show signs of bogging down, it is pretty certain that Sarnoff will—as he has frequently done before—help make them come true.

"I have in mind a plan of development," Sarnoff wrote in a 1916 memo

proposing his now classic "Radio Music Box" scheme to the general manager of the Marconi Co. for which he worked, "which would make radio a household utility in the same sense as the piano or phonograph. The idea is to bring music into the house by wireless. . . . The same principle can be extended to numerous other fields . . . events of national importance" (*Forty years later, about 100,000,000 Americans not only heard but saw—the conventions of both major political parties as covered by three networks*).

"... Baseball scores can be transmitted in the air by the use of one set installed at the Polo Grounds." (*When the Brooklyn Dodgers finally won their first World Series last year, their home audience for the Sunday game alone numbered about 25,000,000 thanks to the Radio Music Box and its Looking-Glass Companion*) "... This proposition," Sarnoff's memo went on, "would be especially interesting to farmers and others living in outlying districts removed from cities." (*Most recent figures on U.S. farm radio ownership places set saturation at 95%*).

"Should this plan materialize," he concluded, "it would seem reasonable to expect sales of 1,000,000 radio music boxes within a period of three years. Roughly estimating the selling price at \$75 per set, \$75,000,000 can be expected." (*When RCA, the empire Sarnoff now heads, took over Marconi in 1922 and began turning out radio music boxes, the first three years not only bore out—but exceeded—his estimate: actual sales amounted to \$83,000,000*).

Sarnoff could have stopped right there and, with that one brief memo, set himself up as major prophet of the whole radio-television age. But for him it was just the beginning of a long string of prophecies designed to goad his own organization as well as competitors into accomplishing the next-to-impossible in this new field of communications. There is about Sarnoff a preoccupation with the future

### SARNOFF PREDICTIONS COME TRUE

#### Radio sets

"I have in mind a plan of development which would make radio a household utility in the same sense as the piano or phonograph. The idea is to bring music into the house by wireless." 1916

#### Networks

"The trend of the future will be . . . consolidation of . . . stations into larger and more powerful stations sending out programs of greater variety and significance . . . to ever larger audiences." APRIL 1923

#### Television

"I believe that television, which is the technical name for seeing instead of hearing by radio, will come to pass in due course . . . for those at home to see as well as hear . . . the broadcast." APRIL 1923

#### Tv advertising

"Advertisers who sponsor radio programs will be given new possibilities of appeal through the medium of television. . . . Demonstrations of the product will take place of extensive announcements." JULY 1939





**1940:** Three years after starting NBC's first all radio symphony orchestra, Sarnoff visited with its famous conductor, Toscanini



**1944:** World War II brought Brig. General Sarnoff into active military service to serve with General Eisenhower at SHAEF



**1947:** At an Atlantic City meeting of NBC affiliates, Sarnoff urged broadcasters to enter the brand new field of television

## PRACTICAL PROPHET

**1955:** Gen. Sarnoff looks ahead to the day of a thin, flat tv screen to hang on the wall like a picture

that colors practically every statement he makes. Even when he isn't deliberately making a prediction, he appears to be anticipating a coming event.

When Ampex, a relatively small California company, rocked this year's NARTB convention with their demonstration of a television tape recorder (patently beating Sarnoff's giant RCA to the punch), more than a few industry people raised the question. "What will the General have to say about this?"

As usual, the General had already said it.

On 31 January, several months before, in an address before the American Institute of Electrical Engineers in New York City, General Sarnoff had outlined his own company's progress in developing and testing their tv tape recorder. Then he went on to say, in part, "You may wonder what philosophy prompts me to reveal these new developments publicly while they are still in the experimental stage.

"In television and in other instances—where the information is not 'classified' and does not involve our national security—RCA has continually made progress reports and released information that enabled others not only to catch up but at times even to move ahead of us. . . . Whether we succeed in completing an invention before others whom we stimulate to work along similar lines, is not as important as it is to bring a new product or

*(Please turn to page 109)*



# "Know television-will travel"

JWT's traveling producers help improve clients' shows, act as scouts, work



**"K**now tv. will travel."

A number of young men, both on agency and client payrolls, broadly fit the sentence above. Essentially, they're schooled in tv production techniques as well as promotion. Their main job is to travel to local markets as general troubleshooters, and above all, insure that clients get the maximum benefit out of their ever-increasing spot tv expenditures.

Most agency producers, particularly the young unmarrieds, spend some of their time on the road, working with local station personnel on local shows and live commercials. However, at J. Walter Thompson, the traveling tv producers form an independent department of their own. Of course, they go to local stations partly to improve production values of client-sponsored shows and commercials.

But an important byproduct of the traveling done by the young producers is the fact that they become the on-the-spot eyes and ears of the agency media-men where scouting out good availabilities is concerned.

To see such traveling producers at work, SPONSOR visited two of JWT's eight traveling men in their New York office between trips. Norm Varney is the man in charge of JWT's local tv group. As elder statesman (34 years old) of the tv travelers, he shares the major burden of traveling mainly with one assistant troubleshooter, Sandy McLean.

In a small office cluttered with some of the props the group has developed for local tv shows and commercials, Varney told SPONSOR how the group evolved and what its functions are.

"Until a year ago January there

Before shipping prop to local station, M. Swithinbank (seated) checks it in JWT shop



## promotions



Eight JWT producers service 77 local shows. Above, Sandy McLean (l.) shows dept. head, Norm Varney, where shows are located

were only one secretary and I," says Varney. "Now we've got eight men and three girls in our group, including one full-time art director."

Historically speaking, the concept of traveling tv producers is as old as local live production. Young agency producers are forever going into various markets to help supervise their clients commercials, set up or supervise local programming. A McCann producer has been known to run into B&B and Y&R producers among others, anywhere from Maine to Texas. At Thompson the concept evolved originally through the work Varney did in handling tv baseball coverage for Ballantine.

"Then the job broadened," he told SPONSOR. "We actually helped sell *Foreign Intrigue* for Ballantine in those markets where the brewer wasn't sponsoring the show. This gave us wide and personal station contact which in turn paid off when Shell got into its local show buying, and the group developed from there."

Now the group has production responsibility over some 77 different local shows in 62 different markets. Shows include the following types: news, weather, sports, feature movies, kid shows, women's shows, baseball, other live local shows. And, of course, no small part of its responsibility is the most effective handling of local commercials.

Here's an example of the type of job the group can do on a five-minute weathercast, for instance:

First of all, the traveling producer looks over the sets available at the station, but he does not rely on them necessarily. He and the group art director generally end up developing individual sets for each individual weather show, tying it into the com-

mmercial as well as the particular locale where the program is telecast. On WTVJ, Miami, for instance, the announcer sits near a weather map against an r.p. backdrop showing an airplane field. The set suggests an airport control room, since the sponsor is Pan American.

On the other hand, the New York Central weathercasts on WEWS, Cleveland are done in a setting reminiscent of a travel office in a railway station.

The group also works with the copywriters and the announcer to make the script as local as possible. For exam-

(Please turn to page 103)



JWT secretaries check over 300 props which are listed in prop catalog for easier traffic



Don Marschner, Shell ad manager (front) looks over new prop before it's sent to stations. Standing are JWT's Keough, McCaig, Shell's Klement, JWT's Swithinbank



JWT rep, M. Swithinbank (center), checks manufacture of tv props for Shell programs

## Five key tips JWT men give stations

- 1 Vary announcers.** One announcer making a pitch for two different commercials back to back, robs each of authenticity. Try to have different man do adjacent shows
- 2 Change sets for adjacent clients.** If same announcer must do two adjacent commercials, have him go to another set for second commercial to give each more individuality
- 3 Vary sets from week to week.** Ingenuity is more important than money. Sets can be dismantled, rebuilt and repainted to give a new effect with little added expense
- 4 Audition local talent.** Talented college and high school students can enrich station's roster of announcers and performers at low cost. Keep an "open shop" on talent
- 5 Recruit cameramen from among young talent.** Directors have found that "talent" cameramen know more about staging than technicians, follow directions faster



# Channel 2 Means Business!

*CBS in the land of <sup>M</sup>Milk and Honey*



....serving more than 500 healthy cities and towns in Wisconsin and Upper Michigan.



HAYDN R. EVANS, Gen. Mgr.  
Rep. WEED TELEVISION

*Yep-Bigger'n Baltimore!*





**Many  
services  
back up  
this rep  
salesman**

*(see next page)*

Personalized service to advertisers is characteristic of today's station rep. Joe Miller, right, Weed Tv account executive, discusses station problem with Bill Warner, Ted Bates timebuyer

# The changing role of the rep

**He has developed into a many-faceted service. SPONSOR spotlights Weed, now celebrating 20th anniversary, to trace growth of rep business**

**T**he rep salesman in the picture above is doing what reps have always done—sitting down with a timebuyer to tell his story and seeking to come away with business for his stations. Yet in the some two-decade span over which there has been a station representation business, a vast change has taken place. Behind the salesman walking into the timebuyer's office today is an array of services and functions performed by the 1956 rep many of which were undreamed of 20 years ago, others of which could be performed only on a catch-as-catch-can basis.

The changing and expanding role of the rep has had impact throughout the air media. To agency buyers and their clients it has meant expansion in the facts available on which to base a buying decision, greater efficiency in the me-

chanics of buying (with room for improvement still, see "How to make spot easier to buy," SPONSOR 17 September 1956). To the station it has meant expanded billings horizons as representatives have helped bring greater numbers of clients into the spot media: a steadily expanding flow of counsel from representatives on subjects ranging from programing to pricing.

To focus on the changing role of the representative as seen in the operation of one rep firm, SPONSOR last month spent many hours talking to executives and veteran staffers of Weed & Co. Weed during September was in the process of celebrating its 20th anniversary as a national representative, an appropriate time for reflections on things past and summings up.

While not the first rep in the field, Weed has

## Behind today's rep salesman are growing number of services.

been in business long enough to span the most important changes in the business of station representation, long enough to have lived through the metamorphosis in which the reps developed from little more than high-class order takers into the complete service organizations they are today, long enough to appreciate the importance of facts in radio-tv selling.

Today, the Weed organization, comprising Weed & Co. (for radio stations) and Weed Television Corp. ranks itself among the top five station reps. Weed's billing for its clients is now running at the rate of \$16 million annually, two-thirds of it in television. It has eight sales offices and more than 100 employees. Though the number of stations represented is not a measure of a rep's worth, let it be said for the record that Weed, at last count, had a list of 55 radio, 33 tv outlets and four regional net clients.

Such are the surface statistics on the Weed organization. Like an iceberg, many assets of a rep don't show. This is especially true of those assets which are the significant signs of how well a rep is keeping pace with developments in his field.

These developments, to oversimplify a bit, can be summed by saying that reps *do more* these days. Like ad agencies, which go beyond writing copy and buying space and time, the reps go well beyond straight selling of stations. They are involved in audience and market research, advice on various matters from programing to network affiliation, the creation and production of sales promotion material, the involvement in industry projects such as promotion of the spot medium, publicity for their clients, central billing and other services.

Weed is involved in every one of the specific services mentioned above.

They are a reflection of the more complicated nature of selling station time today and the tremendous growth and accumulation of facts which has become such an integral part of the business. They are certainly a far cry from the kind of service prevailing as the outlines of the present-day station rep began to appear during the depths of the depression.

It was in the midst of the still-catastrophic atmosphere of 1933 that Joseph J. Weed got his start in the business. As a matter of fact, to a remarkable extent the story of Weed is the story of incentives born of catastrophe.

Weed doesn't hide the fact (he's almost perversely proud of it) that he became a station rep after being fired from a job with a newspaper rep. Weed had worked for Paul Block & Associates, that division of the Block interests that acted as sales rep for the

Sales direction at Weed is in hands of top men. l. to r., Bates Halsey, tv; Edward Fitzsimmons, general sales mgr.; Jeremiah Lyons, radio; Joseph Weed, founder of firm





## Departments at Weed show emphasis on promotion, speed, efficiency

Block papers and which became Moloney, Regan & Schmitt in 1947. Not surprisingly, considering the times. Block was in financial trouble in 1933 and the banks were putting pressure on him to cut operational costs. After taking three cuts in salary, Weed was let out with a number of others.

At the same time, however, Neal Regan of Paul Block & Associates asked Weed if he'd be interested in getting into the radio business. Not being inclined to look a gift horse in the mouth at that time, Weed came back with a "Fine, what's radio?"

Radio in 1933 was just beginning to become competitive and a number of reps in the modern mold—that is, representatives of the exclusive type—were beginning to appear. However, few stations, perhaps 25 to 30, had such reps at that time. Edward Petry, who introduced the idea of exclusive representation, had signed up some. Paul Raymer was active, as was Free & Sleinger (later Free & Peters and, still later, Peters, Griffin & Woodward). And there were a couple of others, too.

Also active were a number of firms, such as that headed by Scott Howe Bowen, who sold time for stations but not on an exclusive basis. These firms were often involved in programing. They would not only put a show together but place it on a station for advertisers. To the ad agencies, few of whom had timebuyers at that time, this was a distinct service.

The proposition broached by Regan came out of the following situation: The Yankee Network in New England had been started by John Shephard, 3d. A group of stations decided to set up a competitive regional network, which they called the New England Network (no longer in existence). They were WEEI, Boston; WTIC, Hartford; WCSH, Portland; WJAR, Providence, and WTAG, Worcester. The group had no national rep and wanted someone to sell the new network to national advertisers.

Weed borrowed \$10 from someone and went to Boston to see Harold Fellows (the current NARTB president) and Jim Claney, sales managers of WEEI and WTIC, respectively. Weed was not the only applicant for the job. A man who, Weed found out later, was Ed Petry, also appeared on the scene.

Weed got the job, however. It paid \$150 a week, including expenses. Weed was still not a rep, however, but an employee of the New England Network. He got himself a couple of desks and an answering service in The News Building in New York City for \$30 a month. He also hired a Miss Grace Walsh (now Mrs. Grace Hennessey and still with Weed), a friend of his sister's, as secretary.

Weed did well. In June 1934, Weed met with his employers at Sebago Lake in Maine to review the past year's business (which totaled \$112,000) and, Weed hoped, settle on a bonus figure. After what seemed to Weed a long time, the subject of a bonus was brought up. Someone suggested 5% but a 3% figure was finally settled on.

Weed, who was early to recognize the value of branch offices, then suggested a Chicago branch sales office for the New England network. The station managers weren't too keen on the idea. They added up the business on the network which came out of Chicago during the year past and found it totaled only \$9,000. Weed then offered to pay for the Chicago office out of his own pocket if he could work on a commission basis. The stations went for this, offered Weed a commission ranging from 12½ to 15% (the smaller commission was for Boston and Hartford) and a \$150 weekly draw against commission.

The question of a manager for the Chicago office proved a little troublesome. Weed couldn't seem to find the right person. It was Fellows who suggested Joe Weed's brother, Cornelius C. Weed, who was then working at Lord & Thomas (which later became Foote, Cone & Belding) in radio production on the *Lucky Strike Show*. Weed's brother accepted and set up the Chicago office. He is still there as Midwestern manager.

By 1936 Weed, still an employee of the New England network, was handling billings in the neighborhood of nearly \$400,000 a year. Then a second catastrophe struck. The background was this:

CBS at the time was having trouble clearing Boston. Its affiliate, WVDA (now WNAC), was owned by Shephard, who also owned WAAB. The

(Article continues next page)



**Promotion:** Specialists to analyze station data are increasing. Above are Winifred Schaefer, promotion manager, Loretta Coyle



**Traffic:** Teletype communication between Weed, station gets fast availability data. L. to r., Florence Eimer, Katherin Durkin



**Central billing** provides timebuyers with convenient invoice. L. to r., Lillian Killian, Irene Holahan, Gerry Hoffman, manager



**Contract Dept.:** Checking of contracts is no longer done by rep salesman, secretary. L. to r., Madonna McSorley, Maria Adams



trouble was that Shephard was giving preference to the Yankee Network over CBS in too many instances to suit CBS. The latter, after trying to buy WEEI, finally settled on a seven-year leasing arrangement with the owners, Edison Electric Illuminating Co. (hence, the call letters). This was effective in September 1936.

CBS had had enough of regional network competition and pulled WEEI out of the New England Network. This was enough to break up the web and also to put an end to Weed's job.

Hindsight suggests that the best thing Weed could have done was set himself up in business and get the four remaining stations as his clients on an exclusive basis. That's exactly what Weed did, though he never imagined at the time that his firm would grow into the organization it is now. However, Weed and Co. was now set up in the form it is today. Joe Weed was in business for himself. He was selling spot time for four radio stations, while previously he had only represented the regional network side of their operations. (WJAR and WCSH are still Weed clients.) And he was now able to go after other stations, too.

It was a propitious year for a new radio rep. Business was good compared with the previous three years,

anyway. The 1937 recession was still ahead. Spot radio was coming up. In 1936, according to National Association of Broadcasters' figures, gross time sales amounted to \$24 million, compared with \$17 in 1935 and \$13.5 million in 1934. (This may not sound impressive but, don't forget, these are depression dollars.)

Spot was growing in relative importance, too. Its share of all radio advertising (in terms of gross time sales) was 22% in 1936, while the figures for 1935 and 1934 were 19.5 and 18.5%, respectively. Thus, spot radio's share of all radio business was at just about the same level as tv spot is to all tv business today.

Three categories of advertisers dominated the spot radio business, accounting for nearly 60% of all gross time sales. These were: food, 20.8%; autos, auto accessories, gas and oil, 18.9%, and drugs, 18.6%. (Autos alone accounted for 11%.) Soaps and toiletries were among the important products using spot but their share fell far below the leaders noted above, each accounting for between 5 and 6% of all spot business. Toiletries, however, were heavy in network spending, while drugs were less important in the network picture than in the spot picture.

By this time there were about 50

reps in the field. Only a few of them were important. About a dozen of the reps were primarily newspaper reps who handled stations owned by their newspapers, often as a courtesy. For example, there was J. P. McKinney & Son, whose radio division later broke away to become Everett-McKinney. Some of the newspaper reps went after radio stations in earnest for the first time in 1936. Among them were Katz and Branham.

Among the reps who were in existence in 1936 were, in addition to those previously mentioned in the story, John Blair, All-Canada, William G. Rambeau, Capper, Craig & Hollingbery (later George P. Hollingbery), Joseph Hershey McGilvra, John H. Perry, Sears & Ayer, and, of course, the NBC and CBS spot sales operations.

Weed & Co. opened business in May 1936 with an office at 350 Madison Ave., Room 1414, in New York City and a branch office in Chicago headed by "Neal" Weed. Weed's first salesman was Jeremiah C. Lyons, who joined in '36 and is still with the firm, now heading up the radio side. First addition to the station list was WLBZ, Bangor, Me.

A year after Weed & Co. went into action, it added a Canadian station. (Please turn to page 50)



**Chicago:** Weed started with Chicago office when he founded rep firm. Office was managed by brother, Cornelius, now Midwestern manager. Present staff: L. to r., standing, Dorothy Van Kenlen, sec'y; John Boden, Gil Christeen, John Thorsen, a/c's; Cornelius Weed; George Lindsay, tv mgr.; Bob Lethbridge, Joseph Fisher, David Williams, Samuel Eadie, a/c's; Evelyn Cumming, sec'y. L. to r., sitting, Elaine Igarski, Joan Susalla, Jane Forrest, Ann Kastner, Bernardette Leigh, Frances Sugrue, Florence Ditzel and Evelyn Stamos, secretaries

## Multiplying branch offices have b



**Boston:** Office was set up in 1942. L. to r., Robert Reardon, manager; Ann Marron, Lyla Collins, sec'ys; John White, a/c



**Detroit:** Office was set up in 1945. ting, l. to r., Dan Bowen, a/c; B. Pearse, mgr.; standing, l. to r., Joan Arnold, Carol MacGillis, both secretaries



## RADIO TWO DECADES AGO WAS A LITTLE LIKE TV TODAY



Joseph J. Weed in 1936. Picture was taken in Chicago

### WEED REP FIRM STARTED IN 1936



\*Estimated.

In 1936, the year Joseph J. Weed set himself up in business, radio was roaring up to new heights.

There were about 23 million sets. . . . That meant about seven homes in 10 had a radio. . . . Console models were popular for some time, but console or table model, the radio was plunked in the place of honor in the living room.

Advertising was climbing. . . . The year ended with total ad expenditures almost at the \$2 billion mark—\$1.9 billion, according to McCann-Erickson, up from \$1.7 billion the year before. Radio spending reached \$132 million, up from \$110 million in 1935.

It was a year of big spending on the networks, or so they thought at the time. . . . There were complaints about the high cost. . . . The hour shows were popular. . . . Agencies were surrounding the top personalities with fancy production sounds and guest artists. . . . The top hour shows included the Eddie Cantor program, *Major Bowes' Amateur Hour* (he made \$1 million in 1936), *Lux Radio Theatre*. . . . They ranked second, third and fourth, respectively, according to the Cooperative Analysis of Broadcast-

(Please turn to page 56)

## Important factor in growth of Weed radio-tv billings over 20 years



**Atlanta:** Office was set up in 1946. Shown here are George Griesbauer, manager, and Jacqueline Bonner, his personal secretary



**Hollywood:** Office was set up in 1942. Personnel include, l. to r., Ed Metcalfe, manager; Wally Hutchinson, account executive; Mary Cannons and Juanita Haddy, sec'y's



**San Francisco:** Office set up in 1942. Staff includes, l. to r., Boyd Rippey, manager; Donna Williams, Jan Shearer, sec'y's, and Don Staley, the manager. In addition to branches shown these pages, Weed has office in Des Moines opened this year, his seventh so far

*Many thanks, Joe Weed*

*The* **MAINE**  
**BROADCASTING SYSTEM**

*for twenty years*

**WCSH**

**WRDO**

**WLBZ**

PORTLAND

AUGUSTA

BANGOR

5 KW-970

250 W-1400

5 KW-620

*of top representation!*

**WCSH-TV**



**with full power**

**WEED'S 20 YEARS**

*(Continued from page 48)*

CFCF, Montreal, to its roster. CFCF at that time was a regular NBC affiliate. CKWX, Vancouver, was added a short time afterwards. Weed wasn't the first U.S. rep to invade Canada. In 1936 about half of McGilvra's 30 stations were in Canada. (McGilvra, incidentally, was plugging for a spot radio promotional organization as far back as that time.)

At first, Weed's Canadian stations were handled by the regular salesmen in New York. In 1938 a special Canadian man, Bill Wright, took over the job. Pete McGurk, who now runs the Canadian operation, was handed the reins in 1942.

The latter year Weed opened three branch offices—Boston, Los Angeles, San Francisco. Radio was feeling the war-born prosperity. Total spending had passed the \$200 million point in 1940 and nearly reached the \$300 million mark in 1942. Other Weed offices followed in 1945 (Detroit) and 1946 (Atlanta). This year, Weed's eighth office was opened in Des Moines.

Ten years after its founding Weed radio billings reached \$3,356,000 compared with \$418,000 in the firm's first year. The first postwar year found Weed with 34 employees and getting ready, though he didn't know it, for a big leap forward with television.

The television department was started in March 1948. The next year Weed opened a small, separate tv office at 507 5th Ave., New York City, consisting of Peter P. James, manager, and a secretary. In 1952, Weed Tv, four salesmen strong, moved to 501 Madison Ave. In 1954, with both the radio and tv organizations bursting at the seams, both were housed on the 12th floor of 579 5th Ave., a spanking new building. The new address was supposed to last for about 10 years but already the strain of expansion is telling.

This expansion is just as much an expansion in services as it is an expansion in business. Let's run down some of these services which are, it should be pointed out, basically services to back up the salesman.

One of the most important is the promotion department, sales promotion, that is. Competition among reps has increased this kind of service. Weed's promotion department has been in operation five years. It is now



NEW YORK

CHICAGO

DETROIT

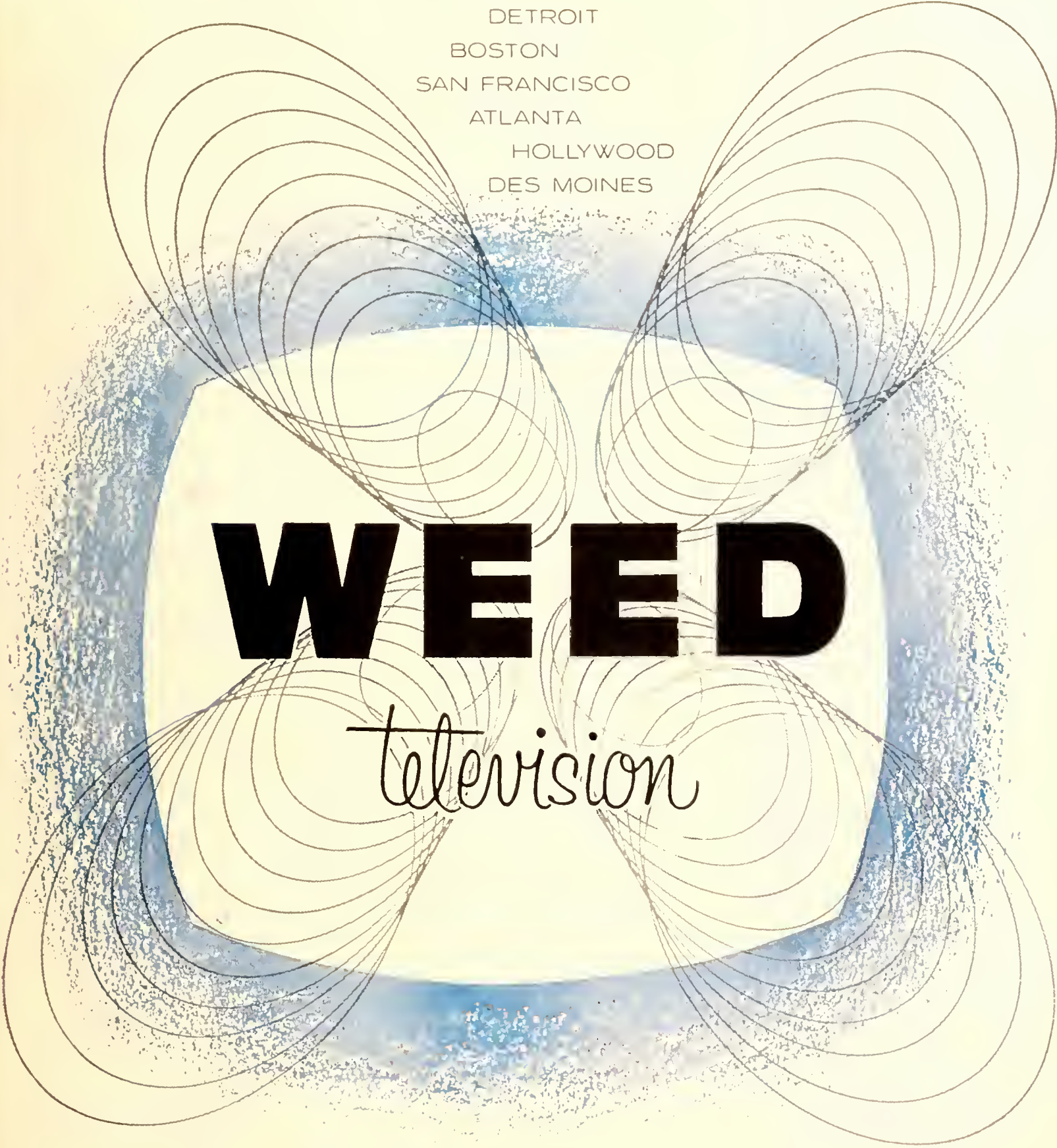
BOSTON

SAN FRANCISCO

ATLANTA

HOLLYWOOD

DES MOINES



**WEED**

*television*

TELEVISION STATION REPRESENTATIVES

# tops for results KHQA-TV

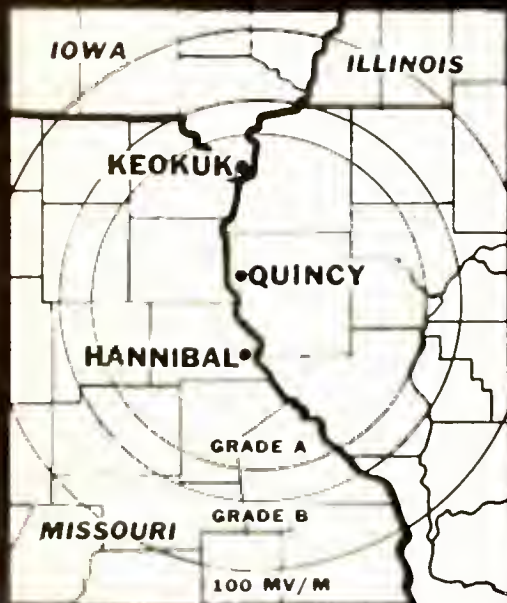
has the audience. According to the latest ARB, KHQA-TV leads in 18 of the top 20 nighttime shows, 9 of the 10 top multi-weekly shows.

**KHQA-TV has the market.** Beamed to the heart of one of America's most important balanced urban-farm markets, the fertile Mississippi Valley, it wraps up the complete area market from within.

Its power signal reaches tv families with money to spend.

**KHQA-TV has the power.** With 316,000 watts on Channel 7, it reaches 150,000 tv families.

We can show you how KHQA-TV means more audience, more coverage, more results.



## FULL POWER 316,000 watts

to serve the **QUINCY**  
**HANNIBAL** | **AREA**  
**KEOKUK**

Live area programming, powerful signal, top network shows

# KHQA-TV

**CHANNEL 7** **CBS**

**LEE BROADCASTING, INC.**

Represented by **WEED TELEVISION**

a two-man (or, rather, two-woman) group headed by Winifred Schaefer and will be doubled in size shortly.

Miss Schaefer is charged with turning out material covering station programming, coverage, market data, merchandising, station facilities, rates, ratings, station competition, sales plans and special material pointing up the strong points of the market and station. A good part of this is used in the station "profile sheets" which salesmen carry around and which give them a condensed, but complete, picture of the station. Besides describing what the station has to sell, profile sheets serve to identify Weed with the station.

The department also turns out material covering special studies or special events. An example of the latter is the four-page promotion sheet put out when XETV became ABC TV's San Diego affiliate. This was paid for by Weed. Where a presentation is quite elaborate, the promotion department will work on it but charge the station for the printing.

Also turned out are special sheets with price lists of participating shows for the convenience of timebuyers and program description sheets with a

**5000 WATTS ABC**

**RADIO ERIE**

## WERC

IS PROUD TO BE  
REPRESENTED BY

## WEED

AND COMPANY

**YOUR BEST BUY IN  
PENNSYLVANIA'S  
3RD MARKET—**

## WERC

**RADIO ERIE**

1260 KC • 5000 WATTS

**CBS-TV**

**in the**

**OZARKS**

## KTTS-TV

**Springfield, Mo.**

**wishes**

## JOE WEED

**and his**

**fine crew**

**congratulations**

**on**

**20 years**

**of**

**representation**

Missouri's 3rd station in  
Missouri's 3rd market

## KTTS-TV

**Springfield, Mo.**

Channel 10 • full power  
710 feet above average terrain

**represented by WEED**



# Our thanks to **WEED**

## on nine years of **SOLID SELLING**

for our  
single  
market  
**CBS**  
station  
in  
North Central  
Indiana

# **WIOU**

KOKOMO, INDIANA

1350 KC 1000 WATTS

John Carl Jeffrey, Gen. Manager  
CBS

complete rundown of what the program is about, who appears, when it is on and what it costs.

Of course, the promotion department also works on promotional material on Weed itself, which is used in selling new station clients.

A separate publicity department, established three years ago, is operated by Dorothy D. Kaufman. This serves to keep the trade and consumer press informed not only about Weed but station clients.

Two years ago Weed set up a traffic department. This takes care of many communication problems between Weed and his stations (since it permits continuous teletype contact) but the important thing is having the latest availability information on tap. Aim of the traffic department is to provide Weed with just about as much information as the station itself has—and the latest information, too.

Providing agencies with availabilities fast has become a critical function of the present-day rep. what with sudden saturation bursts, switches in copy, swift and secret testing of new products and the like. It also saves time for the timebuyer and salesman since the salesman can wait for all the

## **WGBF**

Evansville, Indiana

**1280 KC**

**5 KW (D)**

**1 KW (N)**

NBC AFFILIATE

Represented Nationally By

## **WEED & CO.**

Since 1939

## **WBOW**

Terre Haute, Indiana

**1230 KC**

**250 Watts**

NBC AFFILIATE

Represented Nationally By

## **WEED & CO.**

Since 1939

# tops for sales

# **KGLO-TV**

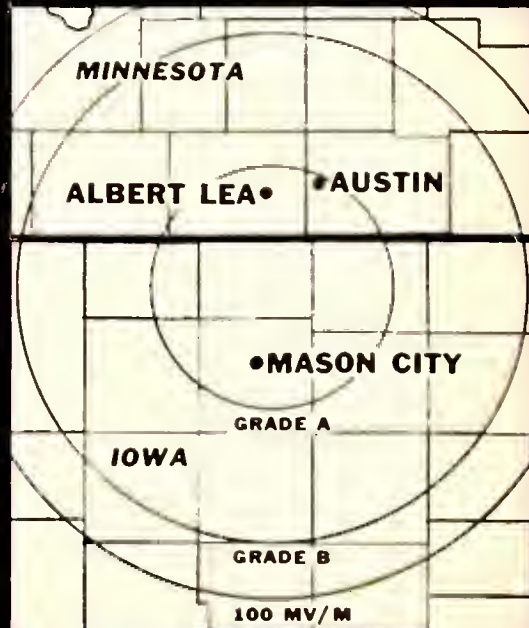
*is a powerful sales tool in the Mason City-Albert Lea-Austin area because:*

**KGLO-TV is first in audience.** The latest ARB shows KGLO-TV with the amazing audience dominance of 20 of the top once-a-week shows and 7 out of the top 10 multi-weekly shows.

**KGLO-TV is tops in coverage.** With its 100,000 watts on Channel 3, the KGLO-TV signal booms into the Iowa-Minnesota area, covering the nation's most prosperous farms and small cities — a balanced economy of agriculture and industry.

**KGLO-TV is the direct route to these 100,000 tv families.** Let us show you the latest ARB and important market data.

**WEED TELEVISION has all the facts.**



# FULL POWER 100,000 watts

your  
buy-word  
for

**MASON CITY  
ALBERT LEA  
AUSTIN**

# **KGLO-TV**

**CHANNEL 3** CBS

LEE RADIO, INCORPORATED  
Represented by **WEED TELEVISION**

availabilities to come in before going to the timebuyer with the list. Errors and misunderstandings that come from telephone conversations are kept to a minimum.

The station sends a corrected availability sheet to Weed every week but in-between major buys and the time sold are also noted.

Weed has started a central billing system for his stations and now has 12 stations using it. It is the firm's aim to bring all new stations into the system and eventually include the entire roster of Weed represented stations.

Under the Weed system, the agencies are billed once a month with each station order from an advertiser listed separately but all orders for a product are kept together in one long sheet put in one envelope. This means that, for example, all Arrid radio and tv buys on Weed stations for the preceding month go to the timebuyer at one time, which the agencies like. Weed personnel try to get all bills out as close to the first of the month as possible. As in the case of the traffic department, the system doesn't work 100% but it is an improvement over the old one.

Also part of the trend toward greater efficiency and the releasing of the salesman to spend as much as possible on actual selling is the contract department. There was a time when each Weed salesman and or his secretary had to check each contract to make sure that the rate, time sold and other information was listed correctly. (Weed said that one contract in three is usually incorrect). Contract checking is not as important as in some other businesses since spot radio and tv contracts are often put through after the announcement or campaign is on the air. Obviously, however, since there is a matter of money involved, contract checking is absolutely necessary. The basic method is comparing the contract with the order form, the original of which goes to the station, a copy of which goes to the agency and two copies of which go to Weed for the contract department and files.

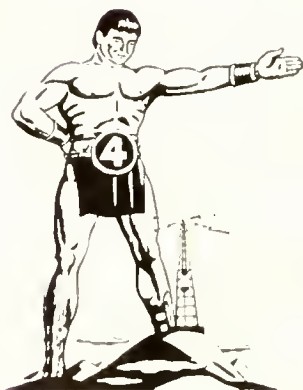
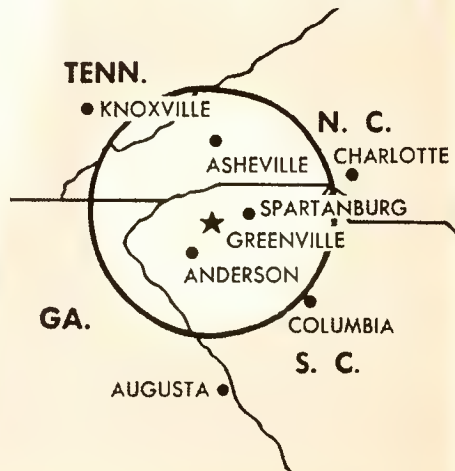
As important as the increasing number of rep services are, the heart of the business is still the salesman.

"Spot advertising," Joe Weed says, "is not a commodity that is turned out on an assembly line. It's a highly specialized and personalized service. Each

# DOMINANT in this 4-State, 58-County 2-Billion Dollar Market

Here in WFBC-TV's 100 UV/M contour is the South's richest textile-industrial area and its famous mountain vacationland.

Population, Income and Sales from Sales Management Survey of Buying Power 1956. TV Homes from Nielson '53, plus RETMA shipments to date.



"The Giant of Southern Skies"

Video—100,000 Watts (FCC MAXIMUM)  
Audio—50,000 Watts  
Antenna height—1,204 feet above average terrain—2,204 feet above sea level.

Population	1,991,700
Incomes	\$2,115,295,000.
Retail Sales	\$1,467,678,000.
Television Homes	367,230

Here is one of the South's great markets. Compare it with Atlanta, Jacksonville, New Orleans or Miami! Latest PULSE and ARB Reports prove WFBC-TV's Dominance in its coverage area. Write us or WEED for market data, rates and availabilities.

NBC NETWORK

## WFBC-TV

Channel 4 Greenville, S. C.

Represented Nationally by  
WEED TELEVISION CORP.

# BRIGHT NEW STAR IN A BILLION DOLLAR SKY!

channel

## WCYB-TV

Sell the \$2½ billion income in the wealthy 5 state, Tri-Cities market area . . . Bristol, Virginia-Tennessee; Johnson City, Tennessee; Kingsport, Tennessee.

REPRESENTATIVES:  
WEED TELEVISION CORPORATION



**You Get  
Maximum  
Coverage**

**In  
Southeast  
New England**

**Only With  
WJAR-TV**



**Contact  
WEED  
Television  
or**

**CHANNEL**

**10**

**PROVIDENCE, R. I.**

advertiser must have an individualized treatment to meet his market, his budget and his merchandising objective.

"The best answers to tough questions are given by the fellow who can anticipate the questions. Hence, a spot salesman who's made a study of time-buying can readily shape his sales story, reason it out and follow it through right to the dotted line."

Weed considers "sales direction" an essential in handling his salesmen (who, despite their pride in selling ability, like to be called "account executives," a vanity shared not only by salesmen at other rep firms but also at the local station level). This direction is provided at Weed by General Sales Manager Edward J. Fitzsimmons, Television Sales Manager Bates Halsey and Radio Sales Manager Lyons.

Fitzsimmons has been with Weed for 13 years. Like Weed, he came into the radio rep business from the newspaper business.

"Even when I came to Weed in 1943," Fitzsimmons reminisced. "I found few stations who appreciated the importance of sales tools like market and audience research. Today, even the smallest stations appreciate it, though there are times you have to hound stations to send along enough data to make a good sales pitch. Of course, it's hard to argue with success. In the pre-tv days, many radio stations didn't know much about the business and yet they made a barrel of dough, so it was hard to make them understand how important sales promotion was. This is a competitive business now and you have to throw everything you can into the fight for business."

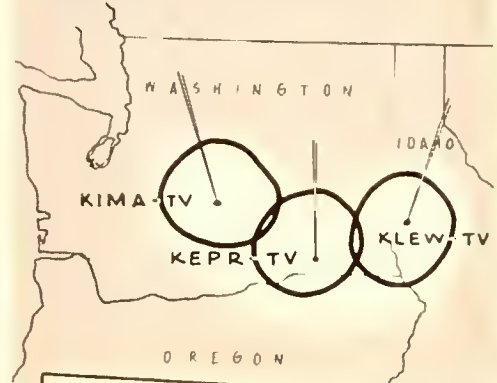
Television has done a lot to change the rep business. In addition to bringing in a young group that was alert to the dynamics of selling and broadcasting, television brought in a lot of money.

But tv money isn't necessarily easy money. The advertising business contains an impatient lot of practitioners and broadcasters are no exception. They expect the utmost from their reps and if they feel they aren't getting it they usually don't hesitate to switch. This is a critical problem for the reps since their future is in getting not the biggest station list but the best. There's a quiet, but nonetheless fierce, battle constantly going on among the reps to stay on top. In this battle, Weed hasn't done badly at all. ★ ★ ★

The  
PACIFIC NORTHWEST'S

**Largest  
exclusive  
coverage**

Combine Massachusetts, New Hampshire, Connecticut and Rhode Island and you'll approximate, in area, the tremendous new market created by the KIMA-TV, three-station network. No other single medium in the Northwest delivers a market as large (over 40,000 square miles), as rich, as valuable—as EXCLUSIVE!



#### MARKET DATA

POPULATION	511,875
(Urban Population)	261,900
(Rural Population)	249,975
FAMILIES	159,925
EFFECTIVE BUYING INCOME	\$859,218,000
GROSS FARM INCOME	\$334,735,000
RETAIL SALES	\$632,561,000
FOOD SALES	\$135,614,000
GENERAL MERCHANDISE	\$430,890,000
DRUG SALES	\$ 21,335,000
AUTOMOTIVE SALES	\$123,748,000

(Source: 1956 Survey of Buying Power)

*Yours exclusively with*

**KIMA-TV**

Yakima, Washington

*and its Satellites*

**KEPR-TV and KLEW-TV**

Pasco, Wash.

Lewiston, Idaho

See  
**WEED TELEVISION**  
Pacific Northwest ART MOORE

IN THE  
SAN FRANCISCO  
BAY AREA

IT'S

**KLX**

5000 WATTS • 910 KC

For

**SPORTS  
MUSIC  
NEWS**

*Your Weed Salesman has  
the complete KLX story*

**Congratulations**

To

**WEED & CO.**

on your

**20<sup>TH</sup>** anniversary

and

**10<sup>TH</sup>** year

representing

**WARD**

CBS IN JOHNSTOWN, PA.

• • • • •

NOW  Primary Affiliate

**WARD-TV**

## 1936 HIGHLIGHTS

(Continued from page 49)

ing. the ANA-4A's-supported rating service, during the 1936-37 season. Top show during the period was the Jack Benny half hour ("Jell-O again"), which averaged a 32.8.

Ratings were simple in those days. . . . No worry about Nielsen showing one thing and ARB another. . . . For the agencies, it was CAB or nothing. . . . At that time CAB was using a telephone recall method, contacting homes a number of times during the day and asking respondents to remember the preceding few hours. . . . Later, CAB changed to telephone co-incidental (but that and the widespread use of Hooperatings were still to come) . . . CAB was then run by A. W. Lehman, now managing director of the Advertising Research Foundation.

Who said audiences weren't cultural? . . . The leading daytime program was the Metropolitan Opera broadcasts. . . . They averaged an 11.2 during the 1936-37 season. . . . Top soap-er (it was the second ranking daytime show) was *Today's Children*, an Irna Phillips-scripted show. . . . She acted in it, too. . . . Show was sponsored by Pillsbury through Hutchinson and it was on NBC Red, 35 stations, 10:45 in the morning. . . . Other popular soapers were *David Harum*, *Vic and Sade*, *Ma Perkins*.

It was an election year and radio was showing its power on the political scene. . . . President Roosevelt made three election speeches in October and two of them got CAB ratings in the middle 20s, as high as any show except Jack Benny. . . . Governor Landon made nine election speeches on radio and the audience sizes attracted by the GOP candidate foretold the eventual result. . . . He couldn't do better than a 16.7 and he ended up with only Maine and Vermont.

The people's minds were on other things besides politics and the depression. . . . The Louis-Schmeling fight took place on 19 June. . . . More than half of all the radio homes heard the fight. . . .

Toward the year's end, King Edward's valedictory ("farewell," to youse uncultured guys), in which he told the world he was giving up a throne for the woman he loved, was broadcast. . . . CAB said 45% of U. S. radio homes heard the address.

For sales results throughout  
Charleston's 19-county  
television market, your  
most effective "buy" is

**WUSN-TV**

CHANNEL 2 NBC-ABC

Charleston, S. C.

Your Weed television salesman  
can show you why WUSN-TV of-  
fers national advertisers  
wider coverage  
less duplication  
greater sales impact

**Congratulations  
to**

**JOE**

and his grand

crew on their

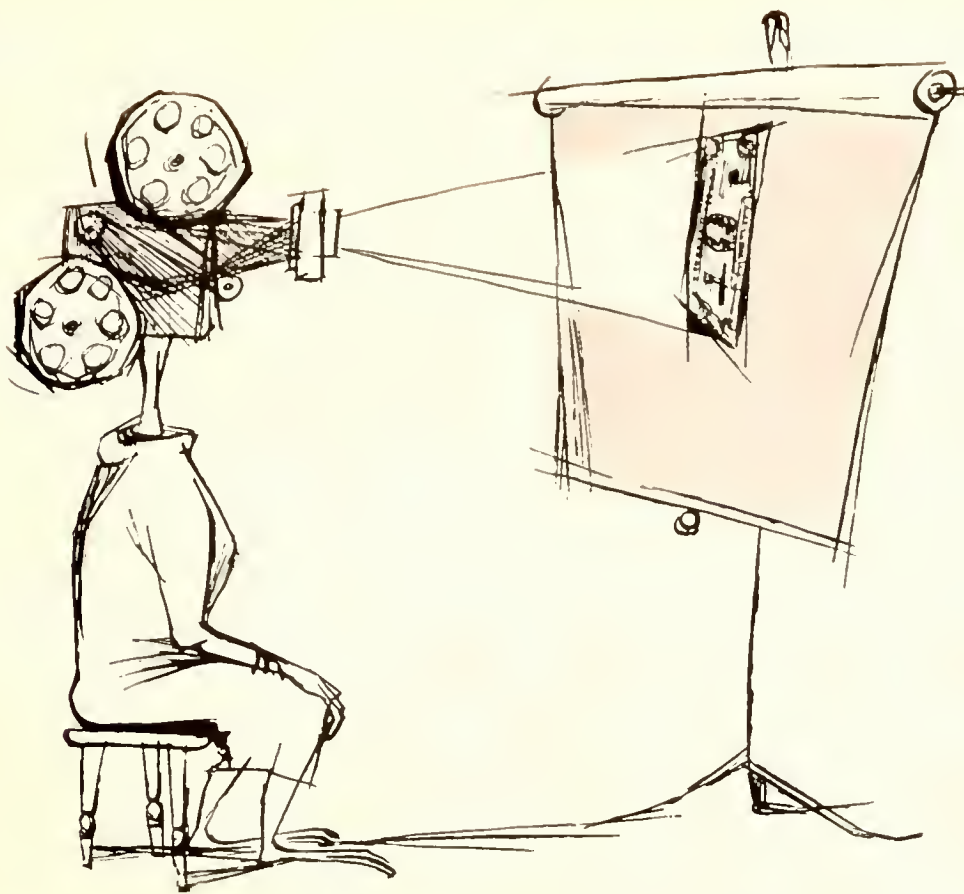
**20<sup>TH</sup>**

anniversary

**WBBW**

YOUNGSTOWN, OHIO





## Let's get the picture straight!

People live in North Dakota—700,000 of them! And there's only one way to reach almost all of them with *one* buy, even though they're spread out over 70,000 square miles.

What kind of people live here? They've got money, brother, lots of it! Personal incomes jumped 16% in North Dakota in 1955 over 1954,—more than any other state in the union. (Minneapolis Tribune; Aug. 20, 1956)

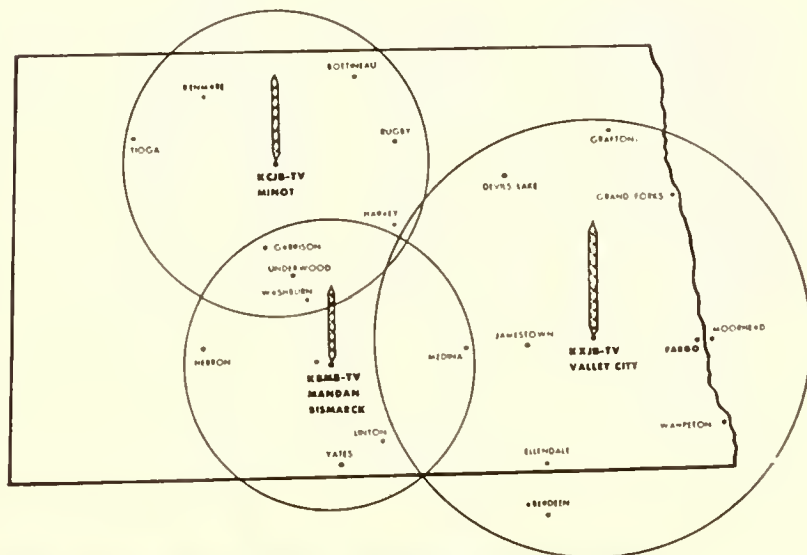
What's the best way to tap this booming market that's as big as Minneapolis, New Orleans or Seattle? There's just one sound, economical, easy way to do it . . . just one way to get 80% of the people in North Dakota, and some extra gravy too in South Dakota and Minnesota.

You can do it with ONE call . . . ONE contact . . . ONE contract! Buy the MARKET MAKER stations of the North Dakota Broadcasting Company; KXJB-TV (programming out of Valley City and Fargo), KCJB-TV (Minot), and KBMB-TV (Bismarck).

*And don't think these babies don't deliver you the audience, right in the palm of your hand. In the latest Fargo Area ARB (May 15-21, '56) covering the 37 counties blanketed by 100,000 watt KXJB-TV, this Market Maker station delivered 14 out of the 15 top nighttime shows; 6 out of the top 10 syndicated shows; and led all competition in that area in ratings on News, Children's participating shows, and late night TV.*

Try as you may, there's no wiser way to buy bustling North Dakota (and a little extra for good measure in South Dakota and Minnesota) than a ONE CONTRACT DEAL with the Market Makers of the North Dakota Broadcasting Company.

We give you the dominant stations that blanket over 80% of the market, and at network discounts. That's sound buying!



NORTH DAKOTA BROADCASTING CO., 4000 West Main Ave., Fargo 5-4461



**KCJB-TV**  
CHANNEL 13  
30,000 WATTS  
MINOT

**KXJB-TV**  
CHANNEL 4  
100,000 WATTS  
VALLEY CITY

**KBMB-TV**  
CHANNEL 12  
30,000 WATTS  
BISMARCK



Call your nearest *WEEB* man; or Bill Hurley in our new Regional Sales Offices, 754 Baker Bldg.  
Minneapolis. FEderal 5-1431.

Congratulations  
to

**WEED AND CO.**

on its

**20th**

Anniversary

and a special  
"Thank You" to

JOE WEED

ED FITZSIMMONS

JERRY LYONS

PHIL D'ANTONI

WIN KIRBY

JOE ALEY

BOB LOBDELL

BILL CODUS

MARY CRONIN

(telephone operator)

from the

**RAHALL GROUP**

**WKAP,** Allentown, Pa.

**WFEA,** Manchester, N. H.

**WNAR,** Norristown, Pa.

**WWNR,** Beckley, W. Va.

and now . . . another new

Rahall Station—

**WTSP 5000 Watts**

ST. PETERSBURG, FLORIDA

MBS and Independent

JOE RAHALL, President

OGGIE DAVIES, General Manager

At the end of 1936 there were 656 commercial stations on the air—38 new ones came on during the year and five went off, a slower rate of growth than today. . . . Some crazy guy predicted there would come a time when as many as 2,000 repeat, 2,000 stations would be on the air. . . . It was power—station power, that is—that interested broadcasters in 1936. . . . WLW, Cincinnati, was on the air with 500 kw. (experimentally) and said to be the first choice of listeners in 13 states from Michigan to Florida. . . . There was some talk of setting up 25 500 kw. stations. . . . While the trade press hung on his words, FCC Chief Engineer T. A. M. Craven declared that the FCC had not made up its mind on superpower. . . . The FCC (Anning S. Prall was chairman) was holding allocation hearings then, too. . . .

The NBC Red and Blue networks were comfortably ensconced in No. 1 position with gross time billings of \$34.5 million in 1936, according to the *Variety Radio Directory*. . . . CBS had \$23 million, while the new Mutual barely reached \$2 million. . . . However, Mutual became transcontinental just as 1936 came to an end, tying up with the Don Lee network. . . . Lenox Lohr became president of NBC in 1936 with David Sarnoff, of course, chairman of the board. . . . William Paley had the presidential title at CBS, while Edward Klauber was executive vice president. . . . At Mutual Alfred J. McCosker was chairman of the board and W. E. Macfarlane was president.

There were a number of million dollar advertisers on the networks. . . . You'll never guess who was No. 1 network spender. . . . No, it was not Lucidin eye-wash. . . . Right! It was P&G. . . . The firm, reports the *Variety* directory, spent \$3.3 million (gross time) for network advertising, all of it on NBC. . . . Ford was also a big spender, accounting for \$2 million.

Sure, there was talk about tv. . . . There were 18 licensed tv stations operating experimentally. Universities had four of them, so did RCA-NBC, Philco, CBS and Don Lee each had one. . . . The technical problems seemed tremendous. RCA's Sarnoff spoke of the "formidable" problem of tv covering 3 million square miles of the U. S. . . . He also said: "The program service will be costly."

People think he's still right. ★ ★ ★

**KBIF**

The John Poole Station

FRESNO, CALIFORNIA

Announces the  
appointment of

**WEED**

and Company

as national sales

representative

Now, with just one call to your Weed man, you can sell  $2\frac{2}{3}$  of CALIFORNIA with the one "Big Impact" two-station buy:

**KBIF** Fresno, 1000 watts on 900 kc, the only independent delivering the nation's No. 1 farm market plus the whole Central California Valley.

**KBIG** Catalina, 10,000 watts on 740 kc, only independent powerful and popular enough to register in surveys of all 3 major Southern California metropolitan areas—Los Angeles, San Diego and San Bernardino.

You get high-quality music-news, plus maximum coverage at lowest cost-per-thousand, with both.

Your Weed contact now can sell you either station . . . or both, at KBIG rates plus just 25%.

**John Poole Broadcasting Co.**

6540 Sunset Blvd., Los Angeles 28, Calif.

Hotel Californian, Fresno, California



first in Central Iowa

**W O I - T V**

AMES DES MOINES



6 Years as Central Iowa's  
Dominant Television Station

6 Years with Weed Television\*

*\*Yes Sir'ee--Weed Television really gives us the business!*

(Congratulations, Joe, on your twenty years of leadership!)

**\*WNOR**

**ENTERTAINS**

**EXSELLS**

**DELIVERS**

**\*ASK YOUR WEED REPRESENTATIVE**

*of great account..*  
GEORGE M. McCOY



Photo by Fabian Bachrach

## "KMTV Sells for our clients in Rich Multi-State Market Area"

*states George M. McCoy, Manager of Broadcast Media for N. W. Ayer.*

"In advertising for highly competitive brands, it's sales results that count. That's why we select KMTV in Omaha. We've placed advertising for many of our clients on KMTV for many years because it's an effective media to reach and sell customers in Omaha and surrounding area."

KMTV's low channel 3 and maximum power, combined with flat terrain, cover a market area in five states. And this huge area is sold, *presold*, on KMTV's popular local and network programs . . . in color and black and white!

KMTV is among the top spot 20! Of 267 stations participating in a N. C. Rorabaugh Co. survey in 181 markets in 48 states and Hawaii for the first quarter of 1956, KMTV was among the top 20 stations in the number of national spot accounts according to a list published in the July, 1956, TELEVISION AGE.

There's the proof! Follow the lead of these successful local and national advertisers—KMTV is the place to be! Contact KMTV direct or see Petry today.



### \* KMTV Market Data

Population	1,536,000
TV Homes	...373,000
Families	477,000
Retail Sales	\$1,716,560,000
Buying Income	\$2,236,230,000

\*Survey of Buying Power

COLOR  
TELEVISION  
CENTER

**KMTV**

CHANNEL 3

MAY BROADCASTING CO.



NBC-TV  
ABC-TV

**OMAHA**

Represented by

**Edward Petry & Co., Inc.**



$$b = \frac{S_{xy}}{S_{xx}} = \frac{\sum_{i=1}^M \frac{1}{P_i} (x_i - a)(y_i - a)}{\sum_{i=1}^M \frac{1}{P_i} (x_i - a)^2}$$

$$y = a + b(x - a)$$

Statistical method symbolized above is used by ARF to produce tv home estimates. Mathematics are used to combine data from two different surveys to get county-by-county figures

# ARF tv set count No. 2

**Industry-supported project carries estimate of U. S. tv households through March 1956. Just released county-by-county figures are based on Nielsen and U. S. census data**

**T**his week the Advertising Research Foundation issues its second county-by-county estimates of U. S. tv homes. The figures are dated March 1956 when U. S. tv households totaled 35,495,330 and tv set saturation nationally had reached the 73% level.

The six months intervening between date of the ARF figures and their release were required for the calculations on which they are based. Unlike most research, the ARF estimates are not drawn directly from a field survey. Instead they are a mathematical combination of two other surveys which *were* done in the field.

Why the indirect tack? It's a matter of economics. It costs far less to take two independent existing surveys and combine them than it would to do a complete field study of comparable accuracy.

The ARF figures are based on (1) a U.S. census study which produced tv household figures for the U. S. on a regional basis; and (2) a survey of tv homes on essentially a county basis done by Nielsen Coverage Service No. 2.

Says ARF, "An important feature of this study, as in the earlier one, is the inclusion of a Table of Standard Errors which gives a measure of precision of the estimates." This table tells researchers what the chances are of any given figure being off and by how much.

Sponsors of the ARF study are: ABC, CBS TV, NARTB, NBC and TvB. The same group underwrote costs of the first ARF study which covered June 1955 and was released 10 months later (see SPONSOR 30 April 1956).

$$S_{xy} = \frac{1}{n} \sum_{i=1}^n (x_i - \bar{x})(y_i - \bar{y})$$

$$S_{xx} = \frac{1}{n} \sum_{i=1}^n (x_i - \bar{x})^2$$

$$y = a + b(x - \bar{x})$$

Note: Tv home totals are as of March 1956 and in many cases are now obsolete.

# NATIONAL TV SET COUNT BY COUNTIES

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
<b>ALABAMA</b>			
ALTAI GA	803,200	55	444,070
BALDWIN	1,100	35	1,420
BARBOUR	11,500	42	7,120
BIBB	6,400	32	2,050
BLOUNT	7,800	16	1,740
BULLOCK	5,700	38	3,910
BUTLER	5,500	39	1,350
CALHOUN	4,400	35	2,240
CHAMBERS	22,600	58	13,140
CHEROKEE	9,100	16	4,300
CHILTON	6,800	51	1,920
CHOCTAW	6,400	18	3,070
CLARKE	1,200	31	1,320
CLAY	6,200	31	2,120
CLEBURNE	2,900	12	1,220
COFFEE	2,600	51	1,320
COLBERT	1,100	39	2,120
CONNER	11,300	26	2,920
COOSA	4,100	28	1,250
COVINGTON	2,500	12	1,060
CRENSHAW	9,900	30	2,960
CULLMAN	1,100	39	1,720
DALE	11,600	73	8,490
DALLAS	4,700	36	1,680
DE KALB	11,200	49	5,680
ELMORE	11,000	37	4,040
ESCAMBIA	7,100	45	3,170
ETOWAH	7,300	45	3,260
FAYETTE	27,500	57	15,830
FRANKLIN	1,300	43	1,860
GENEVA	6,000	38	2,290
GREENE	5,900	24	1,390
HALE	3,100	29	990
HENRY	3,100	29	1,300
HOLSTON	3,700	36	1,330
JACKSON	12,300	17	5,820
JEFFERSON	8,500	39	3,320
LAMAR	170,500	78	133,390
LAUDERDALE	3,500	43	1,520
LAWRENCE	15,000	27	4,070
LEE	9,100	41	2,510
LIMESTONE	11,000	44	4,800
LOWNDES	8,200	19	3,300
MACON	3,500	35	1,210
MADISON	3,500	31	1,210
MARENGO	6,600	31	2,240
MARION	20,700	12	8,590
MARSHALL	5,700	36	2,430
MOBILE	6,100	38	2,450
MONROE	11,500	17	5,350
MONTGOMERY	72,500	61	44,570
MORGAN	5,300	31	1,650
PERRY	12,900	72	30,830
PICKENS	11,300	56	7,950
PIKE	1,000	16	1,840
RANDOLPH	5,000	31	1,530
RUSSSELL	7,200	35	2,500
SAINT CLAIR	1,900	16	2,230
SHELBY	10,500	16	4,790
SUMTER	6,300	58	3,680
TALLADEGA	7,500	74	5,320
TALLAPOOSA	5,100	36	1,850
TUSCALOOSA	16,100	60	9,660
WALKER	8,700	15	3,920
WASHINGTON	23,500	58	13,800
WINSTON	15,200	71	11,280
WILCOX	3,300	31	1,040
WINSTON	4,600	31	1,440
WINSTON	3,900	11	1,610

## ARIZONA

APACHE	292,200	58	168,460
COCHISE	5,300	11	630
CONCHINO	12,300	21	2,560
GILA	7,800	20	1,580
GRAHAM	7,600	38	2,920
GREENLEE	3,600	27	960
MARICOPA	1,100	27	1,100
MOHAVE	113,800	71	101,840
NAVAJO	2,200	11	240
PIMA	7,500	12	880
PINAL	61,100	63	38,610
SANTA CRUZ	15,000	64	9,140
YAVAPAI	2,600	31	810
YUMA	6,800	71	1,440
YUMA	11,600	40	5,750

## ARKANSAS

ARKANSAS	509,600	46	234,610
ASHLEY	6,800	52	3,540
BAXTER	5,100	19	2,160
BENTON	2,400	23	550
BOONE	10,800	21	2,580
BRADLEY	1,100	31	1,400
CALHOUN	3,500	33	1,170
CARROLL	1,500	83	500
CHICOT	4,100	26	890
CLARK	5,600	49	2,240
CLAY	1,800	11	2,400
CLAY	6,200	35	2,150

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
CLEBURNE	2,300	17	390
CLEVELAND	1,900	33	630
COLUMBIA	6,900	10	2,740
CONWAY	3,900	41	1,590
CRAIGHEAD	13,100	61	8,170
CRAWFORD	6,100	30	1,850
CRITTENDEN	13,600	51	6,870
CROSS	5,900	47	2,790
DALLAS	3,000	11	1,240
DESHA	6,300	31	1,960
DREW	4,100	37	1,510
FAULKNER	5,800	15	2,600
FRANKLIN	2,700	26	710
FULTON	2,000	28	570
GARLAND	15,800	51	8,120
GRANT	2,400	38	900
GREENE	7,000	35	2,420
HEMPSTEAD	5,600	31	1,740
HOT SPRING	7,200	38	2,700
HOWARD	2,700	18	1,290
INDEPENDENCE	5,500	11	2,250
IZARD	1,800	17	310
JACKSON	7,100	11	2,900
JEFFERSON	23,300	18	11,280
JOHNSON	3,900	28	1,100
LAFAYETTE	3,100	31	970
LAWRENCE	1,800	46	2,180
LEE	6,300	15	2,820
LINCOLN	3,200	37	1,180
LITTLE RIVER	2,700	18	1,300
LOGAN	4,400	26	1,160
LONOKE	6,300	53	3,320
MADISON	2,500	26	660
MARION	1,800	23	420
MILLER	10,800	72	7,770
MISSISSIPPI	18,400	55	10,030
MONROE	4,900	15	2,190
MONTGOMERY	1,400	31	430
NEVADA	3,200	11	1,320
NEWTON	1,600	26	420
OUACHITA	10,800	33	3,550
PERRY	1,100	49	540
PHILLIPS	13,200	39	5,120
PIKE	2,200	31	680
POINSETT	7,500	52	3,920
POLK	3,500	31	1,090
POPE	5,400	28	1,520
PRAIRIE	3,100	52	1,620
PULASKI	71,300	61	45,550
RANDOLPH	3,100	28	880
ST. FRANCIS	8,700	48	4,180
SALINE	6,700	19	3,310
SCOTT	1,800	26	480
SEARCY	2,500	23	580
SEBASTIAN	21,900	71	15,580
SEVIER	2,300	18	1,110
SHARP	1,900	17	320
STONE	1,500	17	260
UNION	15,500	47	7,250
VAN BUREN	2,100	41	850
WASHINGTON	15,500	35	5,410
WHITE	9,800	30	3,790
WOODRUFF	3,000	17	1,850
YELL	3,200	26	840

## CALIFORNIA

ALAMEDA	4,312,300	74	3,177,350
ALPINE	281,800	76	215,730
AMADOR	200	16	90
AMADOR	2,500	47	1,160
BUTTE	22,000	53	11,610
CALAVERAS	2,900	17	1,350
COLUSA	3,500	17	1,650
CONTRA COSTA	99,300	72	71,870
DEL NORTE	6,100	29	1,880
ELDORADO	5,700	47	2,650
FRESNO	91,100	66	62,490
GLENN	4,700	17	2,210
HUMBOLDT	30,500	61	18,570
IMPERIAL	18,000	45	8,100
INYO	3,900	20	790
KERN	75,700	70	52,620
KINGS	13,700	73	10,050
LAKE	3,800	47	1,790
LASSEN	5,100	11	730
LOS ANGELES	1,794,600	79	1,421,680
MADERA	10,600	71	7,540
MARIN	31,900	73	25,300
MARIPOSA	1,300	46	600
MENDOCINO	17,200	27	4,600
MERCED	21,100	58	13,980
MODOC	3,000	11	400
MONO	800	16	370
MONTGOMERY	48,900	63	30,920
NAPA	16,100	39	6,350
NEVADA	6,200	41	2,520
ORANGE	121,700	76	91,980
PLACER	13,800	57	7,870
PLUMAS	3,800	41	1,550
RIVERSIDE	71,100	68	47,170
SACRAMENTO	119,100	73	87,460
SAN BENITO	4,300	52	2,250

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
SAN BERNARDINO	121,600	72	87,120
SAN DIEGO	266,200	78	207,640
SAN FRANCISCO	277,800	77	213,910
SAN JOAQUIN	67,400	71	47,730
SAN LUIS OBISPO	20,100	50	9,980
SAN MATEO	109,600	76	82,840
SANTA BARBARA	35,000	66	23,120
SANTA CLARA	133,800	74	98,610
SANTA CRUZ	24,500	64	15,610
SILASTA	13,800	31	4,580
SIERRA	800	41	330
SISKIYOU	10,200	22	2,230
SOLANO	38,000	72	27,360
SONOMA	41,000	65	27,400
STANISLAUS	42,800	60	25,570
STUTTER	8,700	19	4,290
TEHAMA	6,200	49	3,040
TRINITY	2,400	49	1,180
TULARE	42,000	69	28,770
TULUMINE	4,600	46	2,120
VENTURA	44,400	77	34,190
YOLO	16,200	46	7,450
YUBA	10,000	43	4,300

## COLORADO

ADAMS	465,900	58	271,050
ALAMOSA	17,000	78	13,280
ARAPAHOE	2,700	13	360
ARCHULETA	22,300	68	15,130
BACA	700	20	140
BENT	2,500	18	460
BOULDER	2,100	23	390
CHAFFEE	15,900	69	11,030
CHEYENNE	2,100	31	720
CLEAR CREEK	1,100	17	190
CONEJOS	1,200	44	530
COSTILLA	2,300	13	310
CROWLEY	1,200	23	270
CUSTER	1,400	46	640
DELTA	600	39	240
DENVER	5,400	24	1,320
DOLORES	159,100	75	118,800
DOUGLAS	600	13	80
EAGLE	1,200	37	450
ELBERT	1,100	28	310
EL PASO	1,100	37	410
FREMONT	33,800	51	18,250
GARFIELD	5,400	39	2,110
GILPIN	3,700	9	340
GRAND	200	14	90
GUNNISON	1,100	28	310
HINSDALE	1,600	13	210
HUERFANO	100	20	20
JACKSON	2,000	23	650
JEFFERSON	700	28	200
KIOWA	25,500	73	18,520
KIT CARSON	900	17	150
LAKE	2,600	17	440
LA PLATA	1,700	34	590
LARIMER	4,100	13	520
LAS ANIMAS	11,600	63	9,200
LINCOLN	6,800	23	1,540
LOGAN	1,800	37	670
MESA	5,300	48	2,550
MINERAL	13,800	15	6,180
MOFFAT	200	20	40
MONTGOMERY	1,700	13	220
MONTROSE	2,000	13	370
MORGAN	4,400	21	940
OTERO	5,300	53	2,780
OURAY	7,600	16	3,470
PARK	600	21	130
PHILLIPS	500	31	170
PITKIN	1,500	19	290
PROWERS	500	13	70
PUEBLO	5,000	18	920
RIO BLANCO	29,200	55	16,120
RIO GRANDE	1,700	9	160
ROTT	3,500	13	460
SAGUACHE	2,600	13	340
SAN JUAN	1,400	13	180
SAN MIGUEL	400	13	56
SEDGWICK	700	21	150
SUMMIT	1,500	19	290
TELLER	400	28	110
WASHINGTON	600	31	210
WELD	2,400	18	1,150
YUMA	20,000	71	14,240
YUMA	3,100	19	590

## CONNECTICUT





# WHEN YOU BUY ATLANTA...BUY **waga-tv** AND GET AN EXTRA SCOOP OF THE MARKET!

With its taller tower, maximum power, top local and CBS-TV programming, WAGA-TV covers a greater area and attracts more viewers, with the net result that advertisers get a whopping bonus for their money. WAGAland accounts for *more than half* of Georgia's population, retail sales, and spendable income. Write for full facts in booklet form, or ask one of our reps for a copy.



**TOP DOG IN THE NATION'S 21st MARKET**



Represented Nationally by  
THE KATZ AGENCY, Inc.



# waga-tv

**100,000 watts  
channel  
5**

**CBS-TV in Atlanta**

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—118 E. 57th St.—TOM HARKER, Vice President and National Sales Director • BOB WOOD, National Sales Manager  
CHICAGO—230 N Michigan Ave. • SAN FRANCISCO—111 Sutter St.



$$S_{xy} = \frac{1}{n} \sum_{i=1}^n (x_i - \bar{x})(y_i - \bar{y})$$

$$S_{xx} = \frac{1}{n} \sum_{i=1}^n (x_i - \bar{x})^2$$

$$y = a + b(x - \bar{x})$$

Note: Tv home totals are as of March 1956 and in many cases are now obsolete.

## NATIONAL TV SET COUNT BY COUNTIES

TOTAL TV HOUSEHOLDS  
STATE & COUNTY HOUSEHOLDS PER CENT NUMBER

### DELAWARE

	108,300	86	92,960
KENT	13,100	83	10,900
NEW CASTLE	73,100	87	63,540
SUSSEX	22,100	84	18,520

### DIST. OF COLUMBIA

	253,000	83	209,990
--	---------	----	---------

### FLORIDA

	1,089,900	63	687,440
ALACHUA	15,600	42	6,520
BAKER	1,300	65	850
BAY	15,000	51	7,580
BRADFORD	2,600	65	1,680
BREVARD	14,200	50	7,040
BROWARD	53,700	81	43,540
CALHOUN	1,900	39	740
CHARLOTTE	1,800	51	910
CITRUS	1,600	33	530
CLAY	4,700	61	2,850
COLLIER	3,200	51	1,640
COLUMBIA	5,100	43	2,180
DADE	228,200	80	182,160
DE SOTO	2,300	33	770
DIXIE	000	39	350
DUVAL	111,000	72	79,810
ESCAMBIA	43,100	63	27,230
FLAGLER	1,200	52	630
FRANKLIN	1,400	17	240
GADSDEN	7,600	24	1,810
GILCHRIST	600	39	230
GLADES	700	40	280
GULF	2,500	39	980
HAMILTON	2,200	43	940
HARDEE	3,100	33	1,030
HENDRY	1,800	10	730
HERNANDO	2,200	33	730
HIGHLANDS	4,500	40	1,820
HILLSBOROUGH	95,100	76	72,240
HOLMES	2,800	24	680
INDIAN RIVER	4,400	38	1,660
JACKSON	8,200	21	1,730
JEFFERSON	2,400	31	740
LAFAYETTE	700	39	270
LAKE	13,000	50	6,440
LEE	9,700	51	4,910
LEON	14,700	17	2,510
LEVY	2,600	33	860
LIBERTY	700	17	120
MADISON	3,200	31	980
MANATEE	13,900	58	8,100
MARION	12,800	37	4,740
MARTIN	3,000	38	1,130
MONROE	14,300	51	7,310
NASSAU	3,600	67	2,410
OKALOOSA	9,100	16	4,220
OKEECHOBEE	1,100	49	540
ORANGE	53,700	61	32,810
OSCEOLA	4,300	49	2,120
PALM BEACH	51,900	71	36,920
PASCO	7,400	38	2,820
PINELLAS	78,400	61	50,470
POLK	45,000	51	24,490
PUTNAM	7,600	52	3,960
ST. JOHNS	8,100	61	5,100
ST. LUCIE	7,500	38	2,830
SANTA ROSA	5,300	46	2,450
SARASOTA	12,600	12	5,240
SEMINOLE	9,700	39	3,770
SUMTER	2,800	38	1,070
SUWANNEE	3,900	43	1,670
TAYLOR	3,600	31	1,100
UNION	900	65	590
VOLUNTEER	29,700	37	10,840
WAKULLA	1,300	17	210
WALTON	3,800	24	910
WASHINGTON	2,800	24	680

### GEORGIA

	948,900	62	584,880
APPLEING	3,000	30	900
ATKINSON	1,700	31	530
BACON	2,200	51	1,190
BAKER	1,100	31	340
BALDWIN	5,000	39	1,960
BANKS	1,500	56	840
BARROW	3,100	58	1,980
BARTOW	7,000	82	5,730
BEN HILL	3,800	30	1,150
BERKLEY	3,000	31	940
BIBB	36,300	56	20,440
BLECKLEY	2,200	46	1,020
BRANTLEY	1,500	33	490
BROOKS	3,800	20	750
BRYAN	1,100	43	600
BULLOCK	5,600	37	2,050
BURKE	5,500	36	1,990
BUTTS	2,200	67	1,480

TOTAL TV HOUSEHOLDS  
STATE & COUNTY HOUSEHOLDS PER CENT NUMBER

CALHOUN	2,000	31	610
CAMDEN	2,300	52	1,200
CANDLER	1,800	35	620
CARROLL	8,600	75	6,420
CATOOA	4,300	67	2,870
CHARLTON	1,100	52	570
CHATHAM	47,600	68	32,300
CHATTAHOOCHEE	1,600	47	750
CHATTOOGA	5,400	64	3,450
CHEROKEE	5,200	72	3,730
CLARKE	10,700	52	5,540
CLAY	1,300	40	520
CLAYTON	7,500	85	6,370
CLINCH	1,100	37	520
COBB	21,200	86	18,190
COFFEE	5,500	31	1,720
COLQUITT	9,000	31	3,060
COLUMBIA	2,300	64	1,480
COOK	2,900	20	570
COWETA	7,100	60	4,260
CRAWFORD	1,200	17	560
CRISP	4,700	46	2,170
DADE	1,700	61	1,090
DAWSON	700	72	500
DECATUR	6,200	25	1,570
DE KALB	48,700	81	40,800
DODGE	3,800	46	1,760
DOOLY	3,100	46	1,430
DOUGHERTY	14,900	54	7,970
DOUGLAS	3,100	80	2,470
EARLY	3,900	25	990
ECOLLS	500	37	180
EFFINGHAM	2,200	37	800
ELBERT	4,400	57	2,510
EMANUEL	4,300	27	1,170
EVANS	1,500	43	640
FANNIN	3,500	41	1,440
FAYETTE	1,900	85	1,610
FLOYD	17,700	63	11,200
FORSYTH	2,600	72	1,860
FRANKLIN	3,300	56	1,850
FULTON	150,400	83	124,730
GILMER	2,100	67	1,600
GLASCOCK	700	51	350
GLYNN	9,300	52	4,850
GORDON	4,600	67	3,060
GRADY	4,600	25	1,160
GREENE	2,800	43	1,200
GWINNETT	8,400	60	5,040
HABERSHAM	4,100	51	2,070
HALL	11,100	83	9,200
HANCOCK	2,200	39	870
HARALSON	3,600	80	2,880
HARRIS	2,600	51	1,340
HART	3,200	57	1,830
HEARD	1,500	60	900
HENRY	3,700	78	2,880
HOUSTON	7,000	54	3,780
IRWIN	2,400	31	750
JACKSON	4,400	58	2,560
JASPER	1,600	54	870
JEFF DAVIS	2,400	30	720
JEFFERSON	1,200	51	2,130
JENKINS	2,300	36	830
JOHNSON	2,400	33	800
JONES	1,600	39	630
LAMAR	2,400	67	1,620
LANIER	1,300	37	480
LAURENS	7,500	50	3,720
LEE	1,400	43	600
LIBERTY	2,100	43	900
LINCOLN	1,300	53	700
LONG	900	30	270
LOWNDES	11,800	29	3,410
LUMPKIN	1,500	41	620
MC DUFFIE	2,900	64	1,860
MC INTOSH	1,600	43	690
MACON	3,100	47	1,450
MADISON	2,600	56	1,450
MARION	1,400	47	660
MERIWETHER	5,100	55	2,790
MILLER	2,100	25	530
MITCHELL	5,200	25	1,320
MONROE	2,400	67	1,610
MONTGOMERY	1,800	27	440
MORGAN	2,500	51	1,360
MURRAY	2,500	67	1,670
MUSCOGEE	35,100	82	28,690
NEWTON	5,000	78	3,900
O'CONNOR	1,600	51	870
OGLETHORPE	2,200	43	940
PAULING	2,600	80	2,070
PEACH	2,900	47	1,360
PICKENS	2,200	72	1,580
PIERCE	2,300	33	760
PIKE	1,800	55	990
POLK	7,900	80	6,330
PLASKI	2,100	16	970
PUTNAM	1,600	39	630
QUITMAN	800	40	320
RABUN	1,700	51	860
RANDOLPH	2,900	40	1,170

TOTAL TV HOUSEHOLDS  
STATE & COUNTY HOUSEHOLDS PER CENT NUMBER

RICHMOND	44,200	66	29,270
ROCKDALE	2,200	78	1,710
SCHLEY	800	47	380
SCREVEN	4,100	36	1,480
SEMINOLE	1,900	25	480
SPALDING	8,600	85	7,280
STEPHENS	4,700	51	2,380
STEWART	2,000	47	940
SUMTER	6,200	43	2,680
TALBOT	1,800	51	920
TALIAFERRO	900	53	480
TATTNALL	3,400	35	1,170
TAYLOR	2,200	47	1,030
TELFAIR	2,700	30	810
TERRELL	3,000	43	1,290
THOMAS	9,100	34	3,100
TIFT	6,200	32	1,950
TOOMBS	4,100	35	1,420
TOWNS	1,000	40	400
TREUTLEN	1,400	27	380
TROUP	13,900	61	8,480
TURNER	2,500	32	790
TWIGGS	1,700	33	560
UNION	1,700	41	700
UPSON	6,500	51	3,340
WALKER	11,300	57	6,440
WALTON	4,900	54	2,660
WARE	8,500	54	4,620
WARREN	2,100	51	1,060
WASHINGTON	4,600	33	1,530
WAYNE	3,500	30	1,060
WEBSTER	800	47	380
WHEELER	1,400	30	420
WHITE	1,400	40	560
WHITFIELD	9,900	79	7,850
WILCOX	2,300	46	1,070
WILKES	2,700	53	1,440
WILKINSON	2,200	33	730
WORTH	4,200	32	1,320

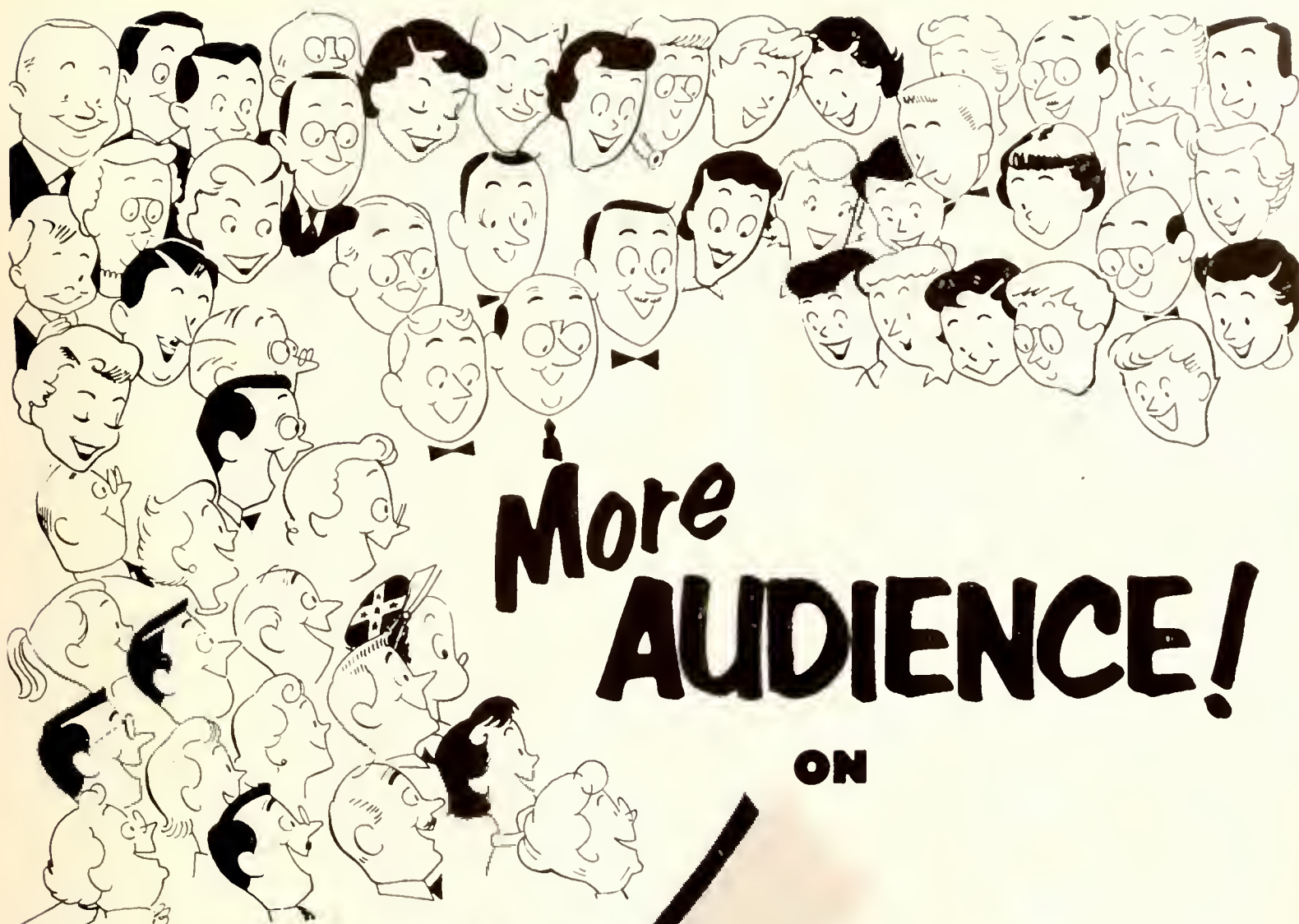
### IDAHO

	173,800	50	87,570
ADA	24,300	68	16,430
ADAMS	900	36	320
BANNOCK	12,300	51	6,270
BEAR LAKE	1,800	41	740
BENEFICIAL	1,500	66	980
BINGHAM	6,600	56	3,660
BLAINE	1,300	38	490
BOISE	600	43	260
BONNER	4,400	62	2,720
BONNEVILLE	9,700	69	6,690
BOUNDARY	1,500	62	930
BUTTE	800	38	300
CAMAS	300	38	110
CANYON	16,600	48	7,950
CARIBOU	1,900	41	780
CASSIA	3,800	41	1,540
CLARK	200	62	120
CLEARWATER	2,100	19	1,020
CUSTER	1,000	19	490
ELMORE	2,900	52	1,510
FRANKLIN	2,500	41	1,020
FREMONT	2,300	61	1,400
GEM	2,200	43	940
GOODING	3,200	40	1,270
IDAHO	3,100	22	680
JEFFERSON	2,700	61	1,650
JEROME	3,300	40	1,310
KOOTENAI	7,600	66	4,990
LATAH	5,900	39	2,280
LEMHI	1,700	19	320
LEWIS	1,200	39	460
LINCOLN	1,100	40	440
MADISON	2,400	61	1,460
MINIDOKA	2,300	40	920
NEZ PERCE	7,200	39	2,780
ONEIDA	1,000	11	410
OWYHEE	1,600	52	830
PAYETTE	3,500	43	1,490
POWER	900	41	360
SHOSHONE	6,600	49	3,200
TETON	7000	61	430
TWIN FALLS	12,900	35	4,540
VALLEY	1,100	36	400
WASHINGTON	2,300	43	980

### ILLINOIS

	2,983,300	82	2,445,000
ADAMS	22,100	84	18,530
ALEXANDER	7,300	51	3,690
BOND	4,600	81	3,740
BOONE	5,600	61	3,430
BROWN	2,200	75	1,660
BUREAU	12,000	78	9,340
CALHOUN	1,700	76	1,280





**More  
AUDIENCE!**

**ON**

**Channel**

**WRBL-TV**



**COLUMBUS,**

**GEORGIA**

*Represented by HOLLINGBERRY Company*

**GEORGIA'S SECOND  
TELEVISION MARKET**



# **BORN - a dynamic new TV network - NTA**



This picture, taken shortly after the actual birth of a baby, announces a mighty exciting and important event to everyone interested in television.

It's the birth of a healthy, sound, spirited new television network—known as the NTA Film Network.

As with most parents, it represents the fulfillment of a long-cherished dream. But unlike most new arrivals, this one already has an objective in life which can be stated very simply:

*To provide better entertainment for the public...and to offer a significant new marketplace for the advertiser.*

Actually, its whole reason for being is a happy marriage between the two! You'll be hearing a good deal more about the NTA Film Network from now on. But meanwhile, wouldn't you agree that...

When the public gains...and the advertiser gains...and the station gains...the birth of the NTA Film Network is a decidedly blessed event for everyone?

## 4 good reasons for the 4 dimension network

**1** **102 Stations Covering 82% of U.S. TV Homes.** They offer access to the nation's top markets...where 38,173,100 families live...in 28,143,500 TV homes...with about *214 billion dollars* in buying power. To say the least...it's a vast market...with vast sales opportunities for the national advertiser.

**2** **At a Fantastically Low Cost Per Thousand.** To those appalled by the high cost of TV advertising, the NTA Film Network is the answer. It offers enormous audiences at a remarkably low cost per thousand. Thanks to top talent at a fraction of the cost of the average TV show. Thanks to no staggering coaxial cable costs.

**3** **With the Greatest Flexibility in TV Network History.** No costly "must-buys". Now you can buy what you want...when you want...where you want it. One contract covers everything—time and program...with no worry about time differentials. You get the prestige of network *plus* the flexibility of spot purchase.

**4** **And Guaranteed Clearance of Time and Programming.** No waits...no debates about station clearances. You can get the availabilities you want and need *now*...without standing in line. Whatever your present TV situation...look to the NTA Film Network—The Four Dimension TV Network!

*For the full story, call, wire or write:*

**NTA FILM NETWORK**

*a subsidiary of National Telefilm Associates, Inc.*  
60 West 55th Street, New York, N. Y. • Phone: PLaza 7-2100

$$\frac{\sum_{i=1}^n \frac{1}{x_i} (x_i - a)(y_i - a)}{\sum_{i=1}^n \frac{1}{x_i} (x_i - a)^2} = \frac{S_{xy}}{S_{xx}}$$

$$y = a + b(x - a)$$

Note: Tv home totals are as of March 1956 and in many cases are now obsolete.

# NATIONAL TV SET COUNT BY COUNTIES

Illinois (continued)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
CLARK	5,500	62	3,410
CLAY	5,500	39	2,150
CLINTON	6,800	81	5,530
COLES	13,700	62	8,510
COOK	1,554,200	88	1,365,000
CRAWFORD	7,300	63	4,560
CUMBERLAND	3,100	62	1,920
DE KALB	13,100	81	11,040
DE WITT	5,300	68	3,580
DOUGLAS	5,200	63	3,280
DUPAGE	72,900	88	64,230
EDGAR	7,800	63	4,910
EDWARDS	2,800	43	1,200
EFFINGHAM	6,500	65	4,210
FAYETTE	7,100	65	4,600
FORD	5,100	77	3,930
FRANKLIN	16,000	48	7,710
FULTON	14,600	78	11,400
GALLATIN	2,700	38	1,030
GREENE	6,000	76	4,530
GRUNDY	6,200	81	5,230
HAMILTON	3,800	38	1,450
HANCOCK	8,400	69	5,770
HARDIN	2,100	42	890
HENDERSON	2,500	81	2,020
HENRY	16,200	89	14,370
IROQUOIS	10,600	59	6,220
JACKSON	13,000	64	8,280
JASPER	3,800	63	2,380
JEFFERSON	12,300	51	6,220
JERSEY	4,900	76	3,700
JO DAVIENSS	6,800	72	4,890
JOHNSON	2,400	42	1,020
KANE	49,800	91	45,420
KANKAKEE	21,200	85	18,040
KENDALL	3,800	81	3,210
KNOX	18,500	84	15,500
LAKE	73,000	93	67,500
LA SALLE	32,800	57	18,560
LAWRENCE	6,600	51	3,350
LEE	10,400	63	6,520
LIVINGSTON	11,100	60	6,680
LOGAN	8,900	81	7,200
MC DONOUGH	9,400	69	6,460
MC HENRY	18,200	86	15,600
MC LEAN	27,300	62	16,930
MACON	36,200	66	23,960
MACOUPIN	14,200	78	11,080
MADISON	64,400	83	53,390
MARION	13,100	75	9,770
MARSHALL	4,100	65	2,660
MASON	5,100	57	2,920
MASSAC	4,900	42	2,070
MENARD	2,900	57	1,660
MERCER	5,400	81	4,370
MONROE	4,100	81	3,430
MONTGOMERY	10,600	61	6,410
MORGAN	10,200	66	6,680
MOULTRIE	4,100	66	2,700
OGLE	11,000	61	6,730
PEORIA	59,100	85	50,000
PIATT	4,300	68	2,900
PIKE	7,000	75	5,220
POPE	1,500	42	640
PULASKI	4,500	51	2,280
PITNAM	1,300	65	840
RANDOLPH	8,400	83	6,960
RICHLAND	6,300	43	2,700
ROCK ISLAND	45,500	89	40,540
ST. CLAIR	69,300	87	60,430
SALINE	10,900	61	6,590
SANGAMON	46,100	69	31,720
SCHUYLER	3,100	75	2,330
SCOTT	2,300	75	1,720
SHELBY	7,700	66	5,070
STARK	2,600	65	1,690
STEPHENSON	11,400	82	11,740
TAZEWELL	27,600	88	24,360
UNION	5,500	51	2,780
VERMILION	29,300	65	18,960
WABASH	1,700	51	2,390
WARREN	8,000	81	6,470
WASHINGTON	4,600	66	3,010
WAYNE	7,600	39	2,960
WHITE	6,800	38	2,590
WHITESIDE	16,800	87	14,650
WILL	41,700	87	38,670
WILLIAMSON	16,800	55	9,240
WINNEBAGO	55,100	79	43,750
WOODFORD	6,800	65	4,420

## INDIANA

	1,348,000	80	1,073,630
ADAMS	6,800	73	4,980
ALLEN	65,100	85	55,070
BARTHOLOMEW	13,400	87	11,630
BENTON	3,200	78	2,490
BLACKFORD	1,200	58	2,450
BOONE	8,300	88	7,300
BROWN	1,500	65	970
CARROLL	5,300	65	3,430

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
CASS	12,300	82	10,140
CLARK	17,300	81	14,510
CLAY	7,800	61	4,730
CLINTON	10,200	83	8,490
CRAWFORD	2,600	58	1,520
DAVIENSS	8,400	63	5,300
DEARBORN	8,000	89	7,130
DECATUR	5,700	78	4,440
DE KALB	33,500	82	27,500
DELAWARE	33,500	82	27,500
DUBOIS	6,900	55	3,790
ELKHART	29,900	65	19,290
FAYETTE	7,800	75	5,880
FLOYD	15,800	87	13,730
FOUNTAIN	5,900	74	4,360
FRANKLIN	4,600	75	3,470
FULTON	5,100	75	4,070
GIBSON	9,700	56	5,460
GRANT	20,800	82	17,100
GREENE	9,100	83	7,520
HAMILTON	9,800	89	8,700
HANCOCK	7,200	85	6,140
HARRISON	5,300	66	3,470
HENDRICKS	11,700	81	9,480
HENRY	14,900	70	10,460
HOWARD	19,100	87	16,560
HUNTINGTON	10,600	61	6,500
JACKSON	9,000	65	5,840
JASPER	5,400	78	4,210
JAY	7,600	58	4,440
JEFFERSON	6,400	82	5,220
JENNINGS	4,200	80	3,340
JOHNSON	10,700	83	8,880
KNOX	14,100	83	11,760
KOSCIUSKO	11,200	64	7,160
LA GRANGE	4,500	62	2,790
LAKE	136,900	88	120,470
LA PORTE	26,600	85	22,530
LAWRENCE	11,000	82	9,060
MADISON	36,900	89	32,880
MARION	197,600	87	172,310
MARSHALL	9,900	75	7,450
MARTIN	3,100	63	1,950
MIAMI	9,500	58	5,510
MONROE	14,700	83	12,130
MONTGOMERY	9,800	87	8,480
MORGAN	9,800	88	8,580
NEWTON	3,500	78	2,730
NOBLE	8,100	84	6,810
OHIO	1,200	89	1,070
ORANGE	5,000	58	2,910
OWEN	3,600	83	2,980
PARKE	4,800	72	3,430
PERRY	5,100	58	2,970
PIKE	4,500	56	2,500
PORTER	13,800	89	12,290
POSEY	6,100	77	4,700
PULASKI	4,000	75	2,990
PITNAM	6,900	61	4,180
RANDOLPH	9,100	82	7,470
RIPLEY	6,000	80	4,770
RUSH	6,200	78	4,830
ST. JOSEPH	72,300	86	61,820
SCOTT	4,300	82	3,510
SHELBY	9,800	85	8,360
SPENCER	3,900	55	2,140
STARKE	5,200	75	3,890
STUBEN	4,900	62	3,040
SULLIVAN	6,100	69	4,410
SWITZERLAND	2,000	89	1,780
TIPPICANOE	23,900	66	15,650
TIPTON	1,800	71	3,420
UNION	1,600	75	1,210
VANDERBURGH	56,800	64	36,070
VERMILION	6,600	72	4,720
VIGO	35,100	87	30,620
WABASH	9,700	58	5,630
WARREN	2,500	74	1,850
WARRICK	7,100	56	3,950
WASHINGTON	5,100	66	3,340
WAYNE	23,500	71	17,440
WELLS	6,300	73	4,610
WHITE	6,000	65	3,890
WHITLEY	6,400	84	5,380

## IOWA

	830,600	77	635,180
ADAIR	3,900	60	2,340
ADAMS	2,600	60	1,560
ALLAMAKEE	4,600	55	2,510
APPANOOSE	6,000	53	3,150
ARDEBON	3,500	85	2,970
BENTON	7,100	85	6,000
BLACK HAWK	34,500	85	29,260
BOONE	8,200	80	6,530
BREMER	5,700	71	4,060
BUCHANAN	6,000	87	5,240
BRENA VISTA	7,100	62	4,400
BUTLER	5,400	71	3,840
CALHOUN	5,300	58	3,060
CARROLL	6,500	82	5,340
CASS	6,200	81	5,230

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
CEDAR	5,500	88	4,860
CERRO GORDO	14,700	84	12,390
CHEROKEE	5,200	83	4,290
CHICKASAW	4,400	60	2,630
CLARKE	3,000	49	1,480
CLAY	6,100	55	3,330
CLAYTON	6,500	55	3,540
CLINTON	16,200	90	14,610
CRAWFORD	5,500	82	4,510
DALLAS	7,700	81	6,200
DAVIS	2,900	63	1,830
DECATUR	3,700	51	1,880
DELAWARE	5,100	87	4,460
DES MOINES	14,500	84	12,220
DICKINSON	4,000	55	2,180
DUBUQUE	20,600	79	16,230
EMMET	4,200	48	2,020
FAYETTE	8,100	56	4,570
FLOYD	7,000	60	4,190
FRANKLIN	5,100	71	3,790
FREMONT	3,500	84	2,930
GREENE	4,800	80	3,820
GRUNDY	4,300	78	3,340
GUTHRIE	4,300	81	3,540
HAMILTON	6,300	86	5,430
HANCOCK	4,300	67	2,870
HARDIN	7,400	86	6,380
HARRISON	5,600	88	4,940
HENRY	5,600	65	3,630
HOWARD	3,900	51	1,970
HUMBOLDT	4,000	52	2,070
IDA	3,200	83	2,640
IOWA	4,800	68	3,240
JACKSON	5,600	81	4,530
JASPER	10,200	85	8,630
JEFFERSON	5,000	65	3,250
JOHNSON	13,200	63	8,330
JONES	5,700	81	4,610
KEOKUK	5,500	68	3,710
KOSSUTH	7,400	52	3,860
LEE	13,500	58	7,790
LINN	37,500	86	32,360
LOUISA	3,200	68	2,170
LUCAS	3,700	49	1,820
LYON	4,200	82	3,430
MADISON	4,200	79	3,310
MAHASKA	7,800	60	4,670
MARION	7,500	85	6,360
MARSHALL	11,200	83	9,320
MILLS	3,500	81	2,840
MITCHELL	4,100	70	2,860
MONONA	4,900	88	4,320
MONROE	3,100	53	1,630
MONTGOMERY	5,100	81	4,130
MUSCATINE	10,800	88	9,460
OBRIEN	6,000	63	3,790
OSCEOLA	2,900	63	1,830
PAGE	7,200	84	6,030
PAJO ALTO	4,300	48	2,070
PLYMOUTH	6,700	82	5,470
POCAHONTAS	4,400	52	2,270
POLK	8,200	86	7,010
POTTAWATTAMIE	21,800	83	18,140
POWESHIEK	5,700	60	3,420
RINGGOLD	3,000	62	1,870
SAC	5,400	62	3,340
SCOTT	33,800	90	30,520
SHELBY	4,100	85	3,740
SIOUX	7,300	82	5,970
STORY	13,400	83	11,140
TAMA	6,900	78	5,360
TAYLOR	3,900	62	2,430
UNION	5,600	60	3,350
VAN BUREN	3,600	63	2,270
WAPELLO	15,200	57	8,660
WARREN	5,300	79	4,180
WASHINGTON	6,300	68	4,270
WAYNE	3,700	51	1,870
WEBSTER	13,900	86	11,930
WINNEBAGO	3,900	67	2,610
WINNEBIEK	6,500	51	3,280
WOODBURY	36,400	86	31,450
WORTH	3,200	70	2,240
WRIGHT	6,300	74	4,680

## KANSAS

	688,900	63	435,330
ALLEN	6,000	50	3,020
ANDERSON	3,300	45	1,490
ATCHISON	6,600	71	4,900
BARBER	3,000	56	1,680
BARTON	11,200	81	9,390
BOURBON	6,200	50	3,120
BROWN	5,000	60	3,010
BUTLER	12,400	62	7,710
CHASE	1,600	55	870
CHAU-TAU-QUA	2,200	11	960
CHEROKEE	8,100	51	4,340
CHEYENNE	1,500	22	330
CLARK	1,100	31	380
CLAY	3,800	45	1,710
CLOID	5,300	37	1,940



Note: Tv home totals are as of March 1956 and in many cases are now obsolete.

$$b = \frac{S_{xy}}{S_{xx}} = \frac{\sum_{i=1}^n \frac{1}{P_i} (x_i - a)(y_i - a)}{\sum_{i=1}^n \frac{1}{P_i} (x_i - a)^2} \quad y = a + b(x - a)$$

# NATIONAL TV SET COUNT BY COUNTIES

(as continued)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
COFFEY	2,700	45	1,220
COMANCHE	1,200	56	670
COWLEY	12,200	55	6,710
CRAWFORD	15,200	55	8,360
DECATUR	2,300	37	840
DICKINSON	7,400	37	2,750
DONIPHAN	3,400	74	2,530
DOUGLAS	11,000	58	6,340
EDWARDS	2,000	64	1,280
ELK	2,000	44	870
ELLIS	5,300	53	2,780
ELLSWORTH	3,000	49	1,480
FINNEY	4,200	29	1,210
FORD	6,400	34	2,180
FRANKLIN	6,700	66	4,430
GEARY	6,200	37	2,300
GOVE	1,000	31	310
GRAHAM	1,600	37	590
GRANT	1,500	16	240
GRAY	1,300	34	440
GREELEY	600	22	130
GREENWOOD	4,300	44	1,870
HAMILTON	800	14	120
HARPER	3,500	56	1,950
HARVEY	7,700	65	4,990
HASKELL	800	16	130
HODGEMAN	900	64	580
JACKSON	3,500	60	2,110
JEFFERSON	3,700	60	2,220
JEWELL	2,900	37	1,060
JOHNSON	38,600	84	32,310
KEARNY	900	16	140
KINGMAN	3,500	56	1,950
KIOWA	1,400	56	790
LABETTE	10,500	50	5,220
LANE	1,000	29	290
LEAVENWORTH	10,900	84	9,170
LINCOLN	2,000	49	990
LINN	3,200	63	2,030
LOGAN	1,200	20	240
LYON	8,000	47	3,760
MC PHERSON	7,600	62	4,720
MARION	5,300	55	2,900
MARSHALL	5,900	42	2,470
MEADE	1,500	34	510
MIAMI	6,400	63	4,060
MITCHELL	3,000	37	1,100
MONTGOMERY	16,900	53	8,940
MORRIS	2,500	55	1,370
MORTON	900	11	130
NEMAH	4,300	60	2,590
NEOSHO	6,800	51	3,650
NESS	2,100	29	610
NORTON	2,900	37	1,060
OSAGE	4,500	66	2,980
OSBORNE	2,600	42	1,090
OTTAWA	2,500	49	1,240
PAWNEE	3,100	64	1,980
PHILLIPS	3,700	42	1,560
POTTAWATOMIE	3,800	42	1,590
PRATT	4,100	56	2,300
RAWLINS	1,600	20	320
RENO	19,400	82	15,930
REPUBLIC	3,700	45	1,660
RICE	5,100	62	3,170
RILEY	7,800	38	2,970
ROOKS	3,200	42	1,340
RUSH	2,200	53	1,160
RUSSELL	4,100	53	2,150
SALINE	13,700	51	7,040
SCOTT	1,300	29	380
SEDGWICK	106,500	78	83,500
SEWARD	3,700	16	590
SHAWNEE	42,300	82	34,770
SHERIDAN	1,100	37	400
SHERMAN	2,200	22	480
SMITH	2,800	42	1,180
STAFFORD	2,800	64	1,790
STANTON	500	14	70
STEVENS	1,200	14	170
SUMNER	9,000	56	5,010
THOMAS	2,400	20	470
TREGO	1,600	31	490
WABAUNSEE	2,200	47	1,040
WALLACE	700	22	150
WASHINGTON	4,100	45	1,840
WICHITA	800	20	160
WILSON	5,100	51	2,730
WOODSON	2,000	45	910
WYANDOTTE	61,600	85	52,180

## KENTUCKY

	811,900	57	463,810
ADAIR	3,600	44	1,580
ALLEN	3,800	41	1,540
ANDERSON	2,200	56	1,220
BALLARD	3,500	37	1,280
BARREN	8,800	41	3,480
BATH	2,500	32	790
BELL	8,500	38	3,230
BOONE	4,700	83	3,880

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
BOURBON	5,000	50	2,490
BOYD	15,100	85	13,060
BOYLE	5,600	47	2,650
BRACKEN	2,800	72	2,020
BREATHITT	3,500	29	1,010
BRECKINRIDGE	3,900	61	2,480
BULLITT	3,800	81	3,190
BUTLER	2,300	36	830
CALDWELL	4,200	29	1,200
CALLOWAY	1,700	37	1,730
CAMPBELL	25,800	87	22,360
CARLSLE	1,800	37	660
CARROLL	2,500	83	2,070
CARTER	5,700	71	4,050
CASEY	3,300	39	1,290
CHRISTIAN	16,600	48	7,900
CLARK	6,000	32	1,910
CLAY	3,900	21	810
CLINTON	1,900	21	390
CRITTENDEN	2,500	29	720
CUMBERLAND	2,100	37	770
DAVIESS	17,000	57	9,720
EDMONDSON	1,900	10	770
ELLIOTT	1,400	71	1,000
ESTILL	2,700	22	590
FAYETTE	33,400	45	14,900
FLEMING	2,900	16	1,330
FLOYD	9,200	59	5,390
FRANKLIN	7,700	57	4,390
FULTON	3,500	37	1,280
GALLATIN	1,100	83	910
GARRARD	3,200	47	1,510
GRANT	3,100	83	2,560
GRAVES	10,100	27	2,830
GRAYSON	4,100	10	1,770
GREEN	2,500	11	1,100
GREENUP	7,000	71	4,980
HANCOCK	1,500	64	950
HARDIN	11,100	68	7,580
HARLAN	15,600	11	6,930
HARRISON	4,900	58	2,840
HART	3,600	10	1,450
HENDERSON	10,200	52	5,260
HENRY	3,200	61	1,950
HICKMAN	2,100	37	770
HOPKINS	12,200	33	4,000
JACKSON	2,500	20	490
JEFFERSON	168,100	85	142,890
JESSAMINE	4,000	47	1,890
JOHNSON	4,400	55	2,410
KENTON	35,500	90	31,900
KNOTT	3,200	29	920
KNOX	6,200	22	1,360
LARUE	2,900	44	1,270
LAUREL	6,000	20	1,180
LAWRENCE	3,700	55	2,040
LEE	1,800	25	440
LESLIE	3,000	21	630
LETCHER	6,700	27	1,790
LEWIS	3,100	46	1,410
LINCOLN	5,000	39	1,950
LIVINGSTON	2,100	29	600
LOGAN	6,800	52	3,520
LYON	1,900	37	700
MC CRACKEN	23,100	40	9,350
MC CREARY	2,800	32	890
MC LEAN	3,300	36	1,190
MADISON	9,200	22	2,020
MAGOFFIN	2,100	29	690
MARION	3,100	56	1,890
MARSHALL	1,700	37	1,740
MARTIN	2,300	55	1,270
MASON	5,800	72	4,190
MEADE	2,100	64	1,340
MENIFEE	900	22	200
MERCER	1,100	47	1,940
METCALFE	1,700	37	620
MONROE	2,800	37	1,030
MONTGOMERY	2,500	32	790
MORGAN	2,200	25	540
MULLENBERG	7,700	36	2,770
NELSON	4,800	81	4,030
NICHOLAS	2,100	50	1,050
OHIO	4,800	36	1,720
OLDHAM	2,700	61	1,640
OWEN	2,500	57	1,430
OWSLEY	1,400	21	290
PENDLETON	2,900	72	2,090
PERRY	7,600	28	2,150
PIKE	15,100	46	7,010
POWELL	1,600	22	350
PULASKI	8,600	23	2,000
ROBERTSON	700	72	500
ROCKCASTLE	2,600	20	510
ROWAN	2,700	46	1,240
RUSSELL	2,600	39	1,020
SCOTT	4,300	58	2,490
SHELBY	6,000	61	3,650
SIMPSON	3,800	52	1,960
SPENCER	1,400	81	1,180
TAYLOR	3,900	41	1,700
TODD	3,400	52	1,760

## LOUISIANA

	804,400	61	488,110
ACADIA	12,700	31	3,920
ALLEN	5,300	39	2,090
ASCENSION	6,000	16	2,770
ASSUMPTION	4,000	31	1,360
AVOUELLES	10,300	31	3,480
BEAUREGARD	5,100	39	2,120
BIENVILLE	4,400	36	1,570
BOSSIER	12,700	61	7,750
CADDO	58,900	76	44,850
CALCASIEU	33,300	51	17,120
CALDWELL	2,600	15	1,160
CAMERON	1,300	10	520
CATAHOULA	2,700	36	960
CLAIBORNE	6,200	36	2,220
CONCORDIA	3,800	36	1,350
DE SOTO	5,800	51	3,130
E BATON ROUGE	58,700	61	37,710
EAST CARROLL	3,900	17	1,850
E FELICIANA	3,300	33	1,080
EVANGELINE	8,700	27	2,380
FRANKLIN	7,100	42	3,010
GRANT	3,100	19	1,670
IBERIA	11,100	11	4,840
IBERVILLE	7,100	38	2,670
JACKSON	3,600	19	1,770
JEFFERSON	42,500	81	34,420
JEFF DAVIS	7,200	40	2,910
LAFAYETTE	17,700	49	8,580
LAFOURCHE	11,100	64	7,140
LA SALLE	3,800	45	1,700
LINCOLN	6,700	42	2,780
LIVINGSTON	5,500	46	2,540
MADISON	4,500	47	2,130
MOREHOUSE	8,900	37	3,320
NATCHITOCHE	9,300	36	3,350
ORLEANS	183,700	82	150,540
OUACHITA	24,500	60	14,750
PLAQUEMINES	3,600	73	2,640
POINTE COUPEE	5,200	33	1,700
RAPIDES	28,100	54	15,300
RED RIVER	2,700	54	1,450
RICHLAND	6,100	64	4,090
SABINE	5,100	28	1,430
ST. BERNARD	3,500	80	2,790
ST. CHARLES	3,600	61	2,190
ST. HELENA	2,100	33	780
ST. JAMES	3,500	61	2,130
ST. JOHN BAT	3,100	61	2,070
ST. LANDRY	20,000	30	5,980
ST. MARTIN	6,100	31	2,080
ST. MARY	10,100	41	4,400
ST. TAMMANY	8,000	61	4,860
TANGIPAHOA	15,800	74	11,690
TENSAS	3,200	17	1,510
TERREBONNE	11,600	72	8,390
UNION	4,700	42	1,950
VERMILION	10,000	28	2,830
VERNON	5,900	28	1,650
WASHINGTON	10,800	65	7,020
WEBSTER	10,100	54	5,420
W. BATON ROUGE	3,200	38	1,210
WEST CARROLL	3,700	61	2,370
W. FELICIANA	1,600	33	520
WINN	4,400	49	2,150

## MAINE

	263,200	72	188,510
ANDROSCOGGIN	21,900	84	20,970
ARROSTOOK	24,400	37	9,120
CUMBERLAND	51,800	77	39,890
FRANKLIN	5,700	83	3,600
HANCOCK	10,100	61	6,150
KENNEBEC	23,800	81	19,370
KNOX	8,600	71	6,090
LINCOLN	5,300	81	4,270
OXFORD	12,100	73	8,810
PENOBSCOT	30,000	76	23,520
PISCATAQUIS	5,100	72	3,660
SAGadahoc	6,300	81	5,080
SOMERSET	11,200	49	5,470
WALDO	6,200	71	4,390
WASHINGTON	9,800	57	5,610
YORK	27,900	81	22,510

## MARYLAND

	748,700	81	607,820
ALLEGANY	26,500	51	13,590
ANNE ARUNDEL	10,000	85	34,080

$$b = \frac{\sum_{i=1}^n \frac{1}{P_i} (x_i - a)(y_i - a)}{\sum_{i=1}^n \frac{1}{P_i} (x_i - a)^2} \quad y = a + b(x - a)$$

Note: Tv home totals are as of March 1956 and in many cases are now obsolete.

# NATIONAL TV SET COUNT BY COUNTIES

## Maryland (Continued)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
BALTIMORE	371,300	81	311,620
CALVERT	3,100	77	2,400
CAROLINE	7,100	82	4,410
CARROLL	12,000	85	10,200
Cecil	9,800	78	7,600
CHARLES	4,100	77	4,720
DORCHESTER	8,000	79	6,330
FREDERICK	18,500	79	14,540
GARRETT	5,100	42	2,140
HARFORD	16,600	83	13,780
HOWARD	6,800	81	5,470
KENT	3,900	82	3,180
MONTGOMERY	71,800	88	62,940
PRINCE GEORGE	75,200	87	65,350
QUEEN ANNES	1,100	82	3,340
ST. MARYS	8,600	77	6,640
SOMERSET	7,800	37	2,160
TALBOT	6,000	79	4,740
WASHINGTON	23,900	68	16,250
WICOMICO	12,700	75	9,550
WORCESTER	7,500	37	2,790

## MASSACHUSETTS

	1,474,200	82	1,212,460
BARNSTABLE	17,700	81	14,300
BERKSHIRE	42,500	82	34,850
BRISTOL	121,800	82	102,340
DUKES	1,900	78	1,480
ESSEX	171,900	84	144,150
FRANKLIN	17,800	70	12,470
HAMPDEN	120,500	80	96,400
HAMPSHIRE	25,600	72	18,410
MIDDLESEX	329,700	82	270,350
NANTUCKET	1,100	78	850
NORFOLK	132,700	81	109,740
PLYMOUTH	65,400	85	55,590
SUFFOLK	219,900	81	209,920
WORCESTER	172,700	82	141,610

## MICHIGAN

	2,148,000	84	1,805,000
ALCONA	1,600	61	970
ALGER	2,800	36	1,000
ALLEGAN	15,700	83	13,080
ALPENA	6,800	28	1,910
ANTRIM	3,500	52	1,830
ARENAC	2,800	69	1,930
BARAGA	2,300	40	910
BARRY	9,100	83	7,550
BAY	28,700	85	24,370
BENZIE	2,500	54	1,360
BERRIEN	13,100	86	36,850
BRANCH	10,100	64	6,450
CALHOUN	11,400	85	35,190
CASS	10,700	80	8,530
CHARLEVOIX	1,000	43	1,700
CHEBOYGAN	5,800	43	1,620
CHIPPEWA	8,800	12	3,720
CLARE	3,500	76	2,660
CLINTON	9,700	85	8,220
CRAWFORD	1,300	60	780
DELTA	9,500	49	4,690
DICKINSON	7,600	62	4,710
EATON	13,700	77	10,550
EMMET	4,800	43	2,040
GENESEE	99,100	79	78,590
GLADWIN	2,500	76	1,900
GOGEBIC	8,200	45	3,720
GR. TRAVERSE	8,700	54	4,730
GRATIOT	10,300	83	8,560
HILLSDALE	12,200	56	6,840
Houghton	11,300	20	2,240
HIRON	9,100	82	7,740
INGHAM	60,800	86	52,040
IONIA	11,500	82	9,480
JOSCO	3,900	69	2,690
IRON	5,600	40	2,220
ISABELLA	8,200	76	6,230
JACKSON	35,300	85	30,440
KALAMAZOO	11,600	88	39,290
KALKASKA	1,100	52	730
KENT	100,700	86	86,100
KEWEENAW	760	19	280
LAKE	1,800	75	1,360
LAPER	10,600	82	8,720
LELANAI	2,500	54	1,360
LENAWEE	22,200	81	18,670
LIVINGSTON	9,100	85	7,720
LUCY	1,600	36	580
MACINAC	2,600	12	1,100
MACOMB	71,800	92	66,060
MANISTEE	6,100	57	3,640
MARQUETTE	15,000	71	5,120
MASON	6,600	71	3,550
MECOSTA	5,600	82	4,570
MENOMINEE	7,700	62	4,780
MIDLAND	11,300	73	8,710
MISSA KIL	2,100	72	1,090
MONROE	25,600	87	22,350
MONTGOMERY	19,700	85	9,110
MONTMORENCY	1,200	28	340

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
MUSKEGON	42,100	89	37,550
NEWAYGO	7,000	75	5,270
OAKLAND	138,400	89	140,400
OCEANA	5,200	54	2,790
OGELOW	2,800	61	1,700
ONTONAGON	2,900	45	1,310
OSCEOLA	1,200	82	3,420
OSCODA	1,000	61	610
OTSEGO	1,700	69	1,020
OTTAWA	25,300	83	21,000
PRESQUE ISLE	2,900	28	820
ROSCOMMON	2,600	69	1,550
SAGINAW	50,000	85	42,300
ST. CLAIR	31,300	85	26,610
ST. JOSEPH	12,400	84	10,440
SANILAC	9,100	72	6,810
SCHOOLCRAFT	2,500	36	900
SHILAWASSEE	15,100	85	12,850
TISCOLA	11,800	80	9,400
VAN BUREN	14,100	83	11,750
WASHTENAW	12,300	85	35,870
WAYNE	799,300	92	732,000
WEXFORD	5,900	57	3,360

## MINNESOTA

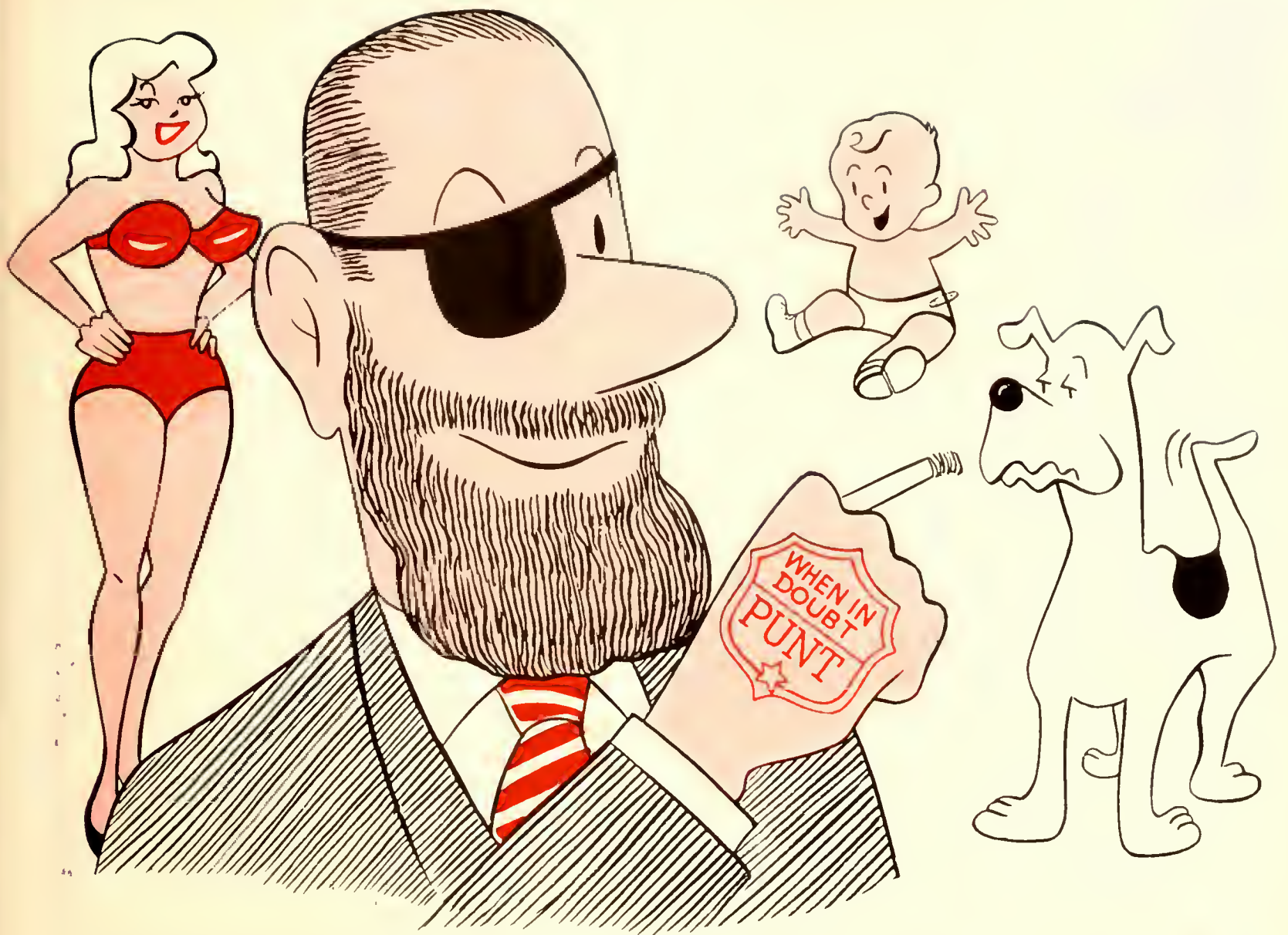
	929,200	71	661,450
ATKIN	3,800	57	2,160
ANOKA	11,100	88	12,640
BECKER	6,800	49	3,320
BELTRAMI	7,100	21	1,510
BENTON	1,100	45	1,850
RIG STONE	2,500	35	880
BLUE EARTH	11,600	88	10,160
BROWN	7,600	68	5,190
CARLTON	6,800	56	3,800
CARVER	5,100	84	4,300
CASS	5,500	21	1,300
CHIPPEWA	1,800	37	1,770
CHISAGO	3,900	83	3,230
CLAY	9,900	78	7,730
CLEARWATER	2,600	21	550
COOK	300	51	460
COTTONWOOD	4,600	52	2,400
CROW WING	9,500	35	3,280
DAKOTA	15,800	86	13,600
DODGE	3,600	68	2,460
DOUGLAS	6,300	30	1,900
FAIRBULT	7,100	53	3,760
FILLMORE	7,300	56	4,080
FREEDORN	10,600	76	8,000
GOODHUE	10,100	83	8,390
GRANT	2,700	35	950
HENNEPIN	234,200	88	205,100
HOLSTON	4,200	56	2,340
HUBBARD	3,200	21	760
ISANTI	2,700	83	2,230
ITASCA	11,900	50	5,950
JACKSON	1,600	79	3,210
KANABEC	2,100	57	1,360
KANDIYOH	8,300	63	5,260
KITTSON	2,500	33	830
KOOCHICING	5,600	24	1,190
LAC QUI PARLE	3,900	37	1,440
LAKE	3,900	51	1,980
LAKE OF WOODS	1,200	21	290
LE SUEUR	5,900	65	3,860
LINCOLN	2,900	44	1,270
LYON	6,600	41	2,890
MC LEOD	7,000	76	5,310
MAHONMEN	1,500	49	730
MARSHALL	4,200	33	1,380
MARTIN	7,900	53	4,180
MEeker	5,100	63	3,430
MILLE LACS	4,900	45	2,210
MORRISON	6,900	36	2,480
MOWER	12,800	76	9,730
MURRAY	4,500	61	2,730
NICOLLET	5,500	68	3,760
NORLES	6,600	70	4,610
NORMAN	3,200	49	1,560
OLMSTED	13,800	81	11,620
OTTER TAIL	13,500	39	5,210
PENNINGTON	3,700	43	1,580
PINE	4,900	56	2,730
PIPESTONE	4,300	61	2,600
POLK	10,100	10	4,150
POPE	3,500	30	1,050
RAMSEY	119,100	86	103,160
RED LAKE	1,600	43	690
REDWOOD	6,100	58	3,700
RENVILLE	6,800	58	3,930
RICE	9,600	84	7,970
ROCK	2,800	61	1,690
ROSEAU	3,900	33	1,290
ST. LOUIS	68,200	75	51,150
SCOTT	4,500	81	3,800
SHERBURNE	2,100	75	1,790
SIBLEY	3,900	76	2,960
STEARNS	18,900	72	13,680
STEELE	5,900	68	4,030
STEVENS	3,100	35	1,080

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
SWIFT	4,400	37	1,620
TODD	6,800	36	2,450
TRAVERSE	2,100	35	740
WABASHA	1,900	75	3,670
WADENA	3,500	21	830
WASECA	4,900	65	3,200
WASHINGTON	11,300	85	9,610
WATONWAN	4,100	52	2,130
WILKIN	2,400	78	1,880
WINONA	11,800	48	5,690
WRIGHT	8,000	75	5,970
YELLOW MED	4,700	44	2,060

## MISSISSIPPI

	558,600	38	211,820
ADAMS	9,400	30	2,850
ALCORN	7,500	31	2,530
AMITE	4,300	25	1,080
ATTALA	6,000	37	2,220
BENTON	2,000	35	690
BOLIVAR	15,600	21	3,730
CALHOUN	4,100	18	730
CARROLL	3,100	27	820
CHICKASAW	4,300	18	770
CHOCTAW	2,500	22	560
CLATBORNE	2,700	39	1,050
CLARKE	4,400	39	1,700
CLAY	4,000	22	890
COAHOMA	14,400	27	3,840
COPIAH	7,300	31	2,450
COVINGTON	3,400	36	1,230
DE SOTO	5,500	50	2,760
FORREST	14,000	30	4,200
FRANKLIN	2,500	39	970
GEORGE	2,500	34	850
GREENE	1,800	34	620
GRENADA	4,600	27	1,250
HANCOCK	2,900	65	1,870
HARRISON	30,100	50	15,200
HINDS	41,000	63	27,760
HOLMES	7,300	34	2,490
HUMPHREYS	5,000	40	2,020
ISSAQUENA	1,100	40	440
ITAWAMBA	4,000	32	1,260
JACKSON	10,900	71	7,730
JASPER	4,100	49	2,000
JEFFERSON	2,500	39	970
JEFF DAVIS	3,600	36	1,310
JONES	16,900	43	7,200
KEMPER	3,000	36	1,070
LAFAYETTE	5,100	27	1,390
LAMAR	3,300	32	1,040
LAUDERDALE	19,100	51	10,530
LAWRENCE	2,700	36	980
LEAKE	4,900	37	1,810
LEE	10,900	15	4,870
LEFLORE	12,800	22	2,830
LINCOLN	7,100	38	2,780
LOWNDES	10,300	13	1,360
MADISON	7,300	38	2,790
MARION	6,000	32	1,890
MARSHALL	5,400	35	1,870
MONROE	9,300	26	2,430
MONTGOMERY	3,500	27	930
NESHORA	6,000	36	2,130
NEWTON	5,300	49	2,580
NOXUBEE	1,000	30	1,220
OKTIBBEHA	6,000	22	1,340
PANOLA	7,100	50	3,520
PEARL RIVER	5,500	65	3,560
PERRY	2,100	28	590
PIKE	9,100	32	2,890
PONTOTOC	4,800	29	1,370
PRENTISS	4,800	32	1,520
QUITMAN	6,000	10	2,390
RANKIN	5,800	37	2,120
SCOTT	5,000	37	1,830
SHARKEY	2,700	10	1,090
SIMPSON	5,100	37	1,870
SMITH	3,500	37	1,280
STONE	1,500	28	420
SUNFLOWER	12,600	11	1,760
TALLAHATCHIE	7,000	29	2,000
TATE	4,000	50	2,010
TUPPAH	3,900	35	1,350
TISHOMINGO	3,800	31	1,280
TUNICA	5,100	10	2,040
UNION	5,300	29	1,520
WALTHALL	3,200	32	1,010
WARREN	12,700	15	5,680
WASHINGTON	20,600	30	6,140
WAYNE	3,600	39	1,400
WEBSTER	2,500	27	670
WILKINSON	3,000	25	750
WINSTON	5,100	30	1,550
YALOBUSHA	3,500	27	950
YAZOO	8,500	40	3,380
MISSOURI			
	1,332,500	73	973,720
ADAIR	6,800	15	3,070
ANDREW	3,900	65	2,520





## KSTP-TV attracts attention, too!

The eye-patch, the beard and the tattoo seem to be top attention-getters these days. And just to be doubly sure you notice this advertisement for the Northwest's *first* television station, we've included a few other sure-fire ingredients (or so our agency tells us) . . . a Baby, a Pretty Girl and, of course, the Faithful Dog.

So, after all that work, please allow us to point out that KSTP-TV is *still* your best

buy in the vital Twin City market of more than 600,000 TV homes. The sparkling new entertainment line-up means *sales*—as so many KSTP-TV advertisers have already discovered.

Now is the time to put KSTP-TV to work for you . . . effectively and economically. Contact your nearest Edward Petry office or a KSTP-TV representative today.

# KSTP-TV

CHANNEL  
100,000 WATTS



**MINNEAPOLIS • ST. PAUL      Basic NBC Affiliate**

*"The Northwest's Leading Station"*

**Represented by Edward Petry & Co., Inc.**



$$S = \frac{1}{n} \sum_{i=1}^n (x_i - a)(y_i - b)$$

$$y = a + b(x - a)$$

Note: Tv home totals are as of March 1956 and in many cases are now obsolete.

# NATIONAL TV SET COUNT BY COUNTIES

## Missouri (Continued)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ATCHISON	3,400	50	1,680
AI DRAIN	8,400	56	4,680
BARRY	6,600	47	3,130
BARTON	4,300	47	2,010
BATES	6,200	51	3,180
BENTON	2,500	59	1,480
BOLLINGER	3,000	53	1,600
BOONE	14,400	58	8,310
BUCHANAN	32,700	78	25,380
BUTLER	12,000	42	5,020
CALDWELL	3,500	65	2,260
CALLAWAY	6,500	56	3,620
CAMDEN	2,100	54	1,130
CPE GIRARDEAU	12,300	60	7,390
CARROLL	5,100	55	2,810
CARTER	1,400	32	450
CASS	6,600	61	4,050
CEDAR	3,700	47	1,720
CHARITON	4,800	40	1,930
CHRISTIAN	3,900	50	1,960
CLARK	2,800	61	1,700
CLAY	19,700	89	17,590
CLINTON	3,900	78	3,060
COLE	10,300	69	7,110
COOPER	5,200	53	2,750
CRAWFORD	3,500	41	1,420
DADE	2,900	47	1,350
DALLAS	3,100	54	1,670
DAVIES	3,700	65	2,390
DE KALB	2,800	65	1,810
DENT	3,200	50	1,590
DOUGLAS	3,600	44	1,590
DUNKLIN	13,000	50	6,490
FRANKLIN	11,800	59	7,000
GASCONADE	4,100	53	2,160
GENTRY	3,100	51	1,830
GREENE	39,800	83	32,990
GRUNDY	4,500	61	2,730
HARRISON	1,400	54	2,360
HENRY	6,700	59	3,960
HICKORY	1,800	59	1,070
HOLT	3,000	50	1,490
HOWARD	3,600	51	1,850
HOWELL	7,200	27	1,930
IRON	2,400	41	970
JACKSON	201,000	88	177,690
JASPER	29,100	70	20,360
JEFFERSON	12,800	82	10,530
JOHNSON	7,800	61	4,790
KNOX	2,500	61	1,520
LA CLEDE	6,200	51	3,370
LAFAYETTE	7,900	68	5,370
LAWRENCE	7,800	47	3,700
LEWIS	3,600	61	2,200
LINCOLN	4,900	73	3,560
LINN	6,600	40	2,650
LIVINGSTON	5,300	61	3,220
MC DONALD	4,300	53	2,300
MACON	6,000	56	3,370
MADISON	3,200	53	1,700
MARIES	2,000	53	1,050
MARION	10,300	84	8,650
MERCER	2,400	54	1,290
MILLER	4,200	53	2,210
MISSISSIPPI	6,200	45	2,760
MONITEAU	3,500	53	1,850
MONROE	3,800	65	2,490
MONTGOMERY	3,900	73	2,830
MORGAN	3,000	53	1,590
NEW MADRID	10,600	46	4,830
NEWTON	9,100	53	4,860
NODAWAY	7,600	50	3,760
OREGON	3,400	23	780
OSAGE	2,900	53	1,520
OZARK	2,300	44	1,020
PEMISCOT	12,500	52	6,530
PERRY	4,200	64	2,690
PETTIS	11,900	59	6,960
PIHELPS	7,400	50	3,680
PIKE	5,900	65	3,850
PLATTE	5,200	78	4,070
POLK	5,200	54	2,810
PULASKI	3,200	51	1,740
POTNAM	2,800	45	1,270
RALLS	2,500	65	1,640
RANDOLPH	8,200	51	4,210
RAY	5,500	68	3,740
REYNOLDS	1,000	32	510
RIPLEY	3,600	32	1,150
ST CHARLES	9,800	82	8,020
ST CLAIR	3,400	59	2,010
ST FRANCOIS	10,700	65	6,960
ST LOUIS	130,500	88	382,120
STE GENEVIEVE	3,000	61	1,930
SALINE	8,300	55	4,560
SCHUYLER	1,800	45	820
SCOTLAND	2,400	61	1,460
SCOTT	10,300	52	5,300
SHANNON	2,100	23	480
SHELBY	3,600	56	2,020
STODDARD	9,500	52	4,960
STONE	2,700	50	1,360
SULLIVAN	3,500	45	1,590

## MONTANA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
BEAVERHEAD	2,400	23	550
BIG HORN	2,500	18	450
BLAINE	2,400	18	430
BROADWATER	900	23	200
CARBON	3,200	28	900
CARTER	600	8	50
CASCADE	20,000	49	9,750
CHOUTEAU	2,300	39	890
CUSTER	4,000	8	330
DANIELS	1,000	9	90
DAWSON	2,900	9	270
DEER LODGE	5,100	22	1,100
FALLON	1,000	8	80
FERGUS	4,600	22	1,010
FLATHEAD	10,800	32	3,410
GALLATIN	7,300	17	1,220
GARFIELD	700	9	60
GLACIER	2,800	19	540
GOLDEN VALLEY	400	23	90
GRANITE	1,000	22	220
HILL	5,000	18	890
JEFFERSON	1,000	17	170
JUDITH BASIN	900	22	200
LAKE	3,700	25	940
LEWIS & CLARK	8,800	23	1,980
LIBERTY	400	18	70
LINCOLN	3,100	22	680
MC CONE	2,100	9	190
MADISON	1,400	17	240
MEAGHER	800	23	180
MINERAL	600	22	130
MISSOULA	13,200	35	4,640
MUSSELSHELL	1,800	23	410
PARK	4,100	28	1,150
PETROLEUM	300	23	70
PHILLIPS	2,900	9	180
PONDERA	1,700	38	640
POWDER RIVER	1,000	8	80
POWELL	1,700	22	370
PRAIRIE	800	9	70
RAVALLI	4,200	23	950
RICHLAND	3,100	11	350
ROOSEVELT	2,900	11	330
ROSEBUD	1,700	18	300
SANDERS	2,400	22	530
SHERIDAN	1,700	11	190
SILVER BOW	19,600	59	11,560
STILLWATER	1,500	28	420
SWIFT GRASS	1,100	28	310
TETON	2,400	38	910
TOOLE	2,000	19	380
TREASURE	400	18	70
VALLEY	3,100	9	270
WHEATLAND	1,100	23	250
WIBAUX	400	9	40
YELLOWSTONE	22,500	51	11,480

## NEBRASKA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ADAMS	9,500	72	6,810
ANTELOPE	3,400	49	1,650
ARTHUR	200	20	40
BANNER	500	34	170
BLAINE	200	33	70
BOONE	3,200	42	1,330
BOX BUTTE	3,900	17	670
BOYD	1,500	21	320
BROWN	1,400	21	300
BUFFALO	8,300	64	5,310
BURT	3,400	72	2,460
BUTLER	3,900	64	2,500
CASS	5,600	81	4,700
CEDAR	3,700	81	3,110
CHASE	1,500	23	350
CHERRY	2,900	16	450
CHEYENNE	5,000	28	1,420
CLAY	3,100	56	1,720
COLFAX	3,400	64	2,180
CUMING	3,700	72	2,680
CUSTER	5,900	41	2,420
DAKOTA	3,400	81	2,860
DAVENS	2,700	17	460
DAWSON	6,600	61	4,230
DEUEL	1,000	28	280
DIXON	2,800	81	2,350
DODGE	9,400	87	8,190
DOUGLAS	96,500	87	84,150
DUNDY	1,200	23	280
FILLMORE	3,000	56	1,660

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
FRANKLIN	2,300	67	1,550
FRONTIER	1,400	35	480
FURNAS	3,400	67	2,280
GAGE	8,400	73	6,090
GARDEN	1,000	28	280
GARFIELD	800	33	260
GOSPER	800	67	540
GRANT	200	20	40
GREILEY	1,600	45	710
HALL	11,800	70	8,280
HAMILTON	2,900	68	1,970
HARLAN	1,900	67	1,280
HAYES	700	35	240
HITCHCOCK	1,800	23	410
HOLT	4,300	21	910
HOOKEE	300	20	60
HOWARD	2,300	45	1,030
JEFFERSON	4,200	60	2,510
JOHNSON	2,200	73	1,600
KEARNEY	2,000	67	1,350
KEITH	2,600	34	880
KEYA PAHA	400	21	90
KIMBALL	1,300	34	440
KNOX	4,300	19	2,090
LANCASTER	43,500	81	35,410
LINCOLN	9,200	34	3,090
LOGAN	400	20	80
LOUP	400	33	130
MC PHERSON	200	20	40
MADISON	7,800	79	6,140
MERRICK	2,700	42	1,130
MORRILL	2,300	34	790
NANCE	1,900	42	790
NEMAH	3,600	64	2,290
NUCKOLLS	2,900	56	1,610
OTOE	5,400	81	4,530
PAWNEE	2,000	64	1,270
PERKINS	1,300	34	440
PIHELPS	3,200	67	2,150
PIERCE	2,700	49	1,310
PLATTE	6,300	79	4,960
POLK	2,600	68	1,760
REDWILLOW	4,100	35	1,420
RICHARDSON	5,000	64	3,180
ROCK	900	21	190
SALINE	4,500	60	2,690
SARPY	6,300	85	5,340
SAUNDERS	5,600	90	5,030
SCOTTS BLUFF	10,300	35	3,620
SEWARD	4,200	60	2,510
SHERIDAN	2,800	17	480
SHERMAN	1,800	41	740
SIoux	900	17	150
STANTON	1,800	64	1,160
THAYER	3,400	56	1,890
THOMAS	400	20	80
THURSTON	2,500	72	1,810
VALLEY	2,300	41	950
WASHINGTON	3,700	87	3,230
WAYNE	2,900	84	2,440
WEBSTER	2,300	72	1,650
WHEELER	500	33	170
YORK	1,800	68	3,250

## NEVADA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
CHURCHILL	1,700	8	140
CLARK	30,000	53	16,030
DOUGLAS	500	31	150
ELKO	3,700	13	490
ESMERALDA	200	11	30
EUREKA	300	11	30
HUMBOLDT	1,200	11	130
LANDER	400	11	40
LINCOLN	800	14	110
LYON	900	31	280
MINERAL	3,200	8	260
NYE	900	14	130
ORMSBY	1,100	31	340
PERSHING	1,100	8	90
STOREY	300	31	90
WASHOE	21,200	67	14,180
WHITE PINE	3,700	13	490

## NEW HAMPSHIRE

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
BELKNAP	8,400	74	6,200
CARROLL	4,900	78	3,830
CHESHIRE	12,500	71	9,220
COOS	10,300	67	6,930
GRAFTON	13,100	57	7,400
HILLSBORO	48,900	81	39,400
MERRIMACK	18,700	76	14,170
ROCKINGHAM	23,800	82	19,560
STRAFFORD	11,900	79	11,750
SULLIVAN	8,700	70	6,050

## NEW JERSEY

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ATLANTIC	1,672,100	84	1,404,970
BERGEN	45,600	85	38,760
CLERK	217,100	83	181,100



# In Appreciation of Dr. Frank Stanton's 10 Years As President of CBS

---

For his leadership, his fine business judgment, his confidence  
in CBS Radio—cornerstones on which our Association  
has been built and prospered.

\*

For his genius, courage, integrity, capacity for work  
and unselfish devotion to duty which have earned the respect  
and admiration of his fellow man and the whole  
Broadcasting industry.

\*

For the sure logic and courage of his answers when responding  
to major industry problems.

\*

For the application of his early training in establishing  
realism in Radio research.

\*

For his keen intellect in continuously proposing  
and vigorously supporting innovations and changes for the  
betterment of Broadcasting.

\*

For making the phrase "Public Interest, Convenience and  
Necessity" the ruling tenet of his business life.

---

*Now be it resolved that the CBS Radio Affiliates,  
at their annual Association meeting, express their affectionate  
esteem to Dr. Frank Stanton for his many great contributions  
and continuing confidence in CBS Radio in particular, and the  
great art of Broadcasting in general.*

---

## CBS Radio Affiliates Association

*September 10, 1956*

WHIO, DAYTON,  
now completing its 20th year  
as a CBS Radio Affiliate,  
is proud to participate in this  
tribute to a former Daytonian.

$$S_{xy} = \frac{\sum_{i=1}^n \frac{1}{P_i} (x_i - a)(y_i - a)}{\sum_{i=1}^n \frac{1}{P_i} (x_i - a)^2} \quad y = a + b(x - a)$$

Note: Tv home totals are as at March 1956 and in many cases are now obsolete.

## NATIONAL TV SET COUNT BY COUNTIES

New Jersey (Continued)

STATE & COUNTY	HOUSEHOLDS	PERCENT	NUMBER
BURLINGTON	2,000	8	35,410
CAMDEN	8,860	8	85,510
CAPIT MAY	1,900	82	11,540
CUMBERLAND	1,000	82	25,670
ESSEX	20,000	82	248,170
GLOUCESTER	12,000	81	27,590
HUDSON	99,500	86	170,770
HUNTERDON	13,600	81	12,260
MERCER	71,000	81	60,540
MIDDLESEX	90,800	81	80,830
MONMOUTH	85,900	86	73,620
MORRIS	58,700	81	49,310
OCEAN	23,400	81	19,560
PASSAIC	16,800	81	98,350
SALEM	17,100	81	14,360
SOMERSET	14,200	82	28,320
SUSSEX	11,700	82	9,540
UNION	199,700	85	118,750
WARREN	18,400	82	15,010

### NEW MEXICO

	210,100	43	89,830
BERNALILLO	57,100	62	35,400
CATRON	500	35	170
CHAVES	15,200	50	7,650
COLFAX	1,400	11	490
CURRY	7,500	27	2,050
DE RACA	800	22	180
DONA ANA	10,900	62	6,740
EDDY	13,800	15	6,150
GRANT	5,300	33	1,740
GRADALL PE	1,300	11	530
HARDING	300	11	40
HIDALGO	1,500	33	490
IRA	15,800	27	4,210
LINCOLN	1,800	37	670
LOS ALAMOS	3,500	11	1,440
LUNA	2,800	11	1,150
MC KINLEY	7,200	19	1,390
MORA	1,500	21	320
OTERO	6,900	37	2,550
QUAY	3,500	27	950
RIO ARRIBA	5,700	28	1,580
ROOSEVELT	1,100	22	920
SANDOVAL	2,300	35	790
SAN JUAN	8,600	19	1,660
SAN MIGUEL	5,100	21	1,070
SANTA FE	9,500	45	4,240
SIERRA	1,700	11	700
SOCORRO	2,100	35	730
TAOS	2,900	28	810
TORRANCE	1,400	11	570
UNION	1,500	14	210
VALENCIA	1,600	19	2,240

### NEW YORK

	5,011,400	83	4,139,470
ALBANY	81,900	83	67,810
ALLEGANY	13,700	61	8,800
BRONX	464,700	82	380,590
BROOME	60,200	81	48,760
CATTARAUGUS	24,700	83	20,500
CAYUGA	21,900	83	18,160
CHAUTAUQUA	17,900	81	38,970
CHEMUNG	30,000	77	23,110
CHENANGO	12,600	79	10,010
CLINTON	14,600	81	12,260
COLUMBIA	14,200	81	11,910
CORTLAND	12,000	82	9,790
DELAWARE	14,100	71	10,000
DUTCHESS	38,000	81	30,700
ERIE	302,600	85	256,030
ESSEX	10,600	66	6,990
FRANKLIN	12,900	59	7,640
FULTON	17,900	79	14,210
GENESEE	14,800	87	12,610
GREENE	9,100	82	7,450
HAMILTON	1,300	83	1,080
HERKIMER	19,700	82	16,230
JEFFERSON	27,100	67	18,190
KINGS	855,100	86	731,970
LEWIS	6,500	75	4,890
LIVINGSTON	11,100	78	8,690
MADISON	11,800	82	12,090
MONROE	169,200	83	140,440
MONTGOMERY	19,100	80	15,550
NASSAU	327,600	81	275,510
NEW YORK	660,900	80	529,720
NIA CARA	63,500	86	54,350
ONEIDA	70,200	86	60,090
ONONDAGA	115,200	83	56,080
ONTARIO	18,100	81	14,900
ORANGE	48,100	82	39,440
ORLEANS	9,700	85	8,230
OSWEGO	24,200	81	20,260
OTSEGO	17,200	80	13,780
PUTNAM	7,100	79	5,590
QUEENS	546,100	81	459,520
RENSSELAER	43,500	83	36,020
RICHMOND	58,100	85	49,330
ROCKLAND	26,900	85	22,890

STATE & COUNTY	HOUSEHOLDS	PERCENT	NUMBER
ST. LAWRENCE	28,100	60	16,940
SARATOGA	25,000	81	20,170
SCHENECTADY	70,700	82	41,620
SCHRIJVER	7,400	80	5,930
SCHUYLER	4,700	83	3,880
SENECA	7,300	87	6,070
STEL BEN	28,800	89	19,980
SUFFOLK	126,100	89	103,520
SULLIVAN	13,500	81	10,930
TIOGA	9,900	81	7,970
TOMPKINS	19,100	71	14,090
ULSTER	30,500	81	24,930
WARREN	11,000	81	10,520
WASHINGTON	14,000	81	11,340
WAYNE	18,400	82	15,090
WESTCHESTER	219,300	83	182,900
WYOMING	9,100	81	7,620
YATES	5,000	82	4,830

### NORTH CAROLINA

	1,041,200	60	620,290
ALAMANCE	20,200	83	16,710
ALEXANDER	3,400	79	2,680
ALLEGHANY	2,100	49	1,040
ANSON	5,000	55	3,230
ASHLE	4,900	49	2,410
AVERY	3,000	12	1,260
BEAUFORT	8,800	75	6,590
BERTIE	5,800	51	2,960
BLADEN	6,500	30	1,920
BRI NSWICK	4,400	38	1,680
BUNCOMBE	34,900	51	17,640
BURKE	11,200	63	7,060
CABARRUS	17,000	83	14,030
CALDWELL	10,900	58	6,270
CAMDEN	1,400	59	830
CARTERET	6,400	43	2,720
CASWELL	4,200	54	2,290
CATAWBA	17,400	82	14,230
CHATHAM	6,000	50	3,000
CHEROKEE	4,000	24	970
CHOWAN	2,800	14	1,230
CLAY	1,300	24	310
CLEVELAND	16,100	59	9,420
COLUMBI'S	11,700	24	2,830
CRABEN	13,200	64	8,450
CUMBERLAND	25,300	31	7,740
CURRITUCK	1,800	59	1,070
DARE	1,300	14	570
DAVIDSON	17,300	78	13,440
DAVIE	3,800	66	2,530
DUPLIN	9,400	33	3,140
DURHAM	28,500	71	20,320
EDGECOMBE	11,600	59	6,890
FORSYTH	45,700	79	36,070
FRANKLIN	6,900	36	2,510
GASTON	30,500	65	19,860
GATES	2,300	57	1,310
GRAHAM	1,700	24	410
GRANVILLE	6,700	49	3,280
GREENE	3,500	50	1,760
GUILFORD	55,600	81	45,090
HALIFAX	12,500	46	5,730
HARNETT	11,300	28	3,160
HAYWOOD	9,600	42	3,990
HENDERSON	9,000	42	3,770
HERTFORD	4,700	57	2,680
HOKE	3,200	37	1,190
HYDE	1,100	11	620
IREDELL	11,800	63	9,370
JACKSON	4,300	40	1,700
JOHNSTON	15,400	11	6,280
JONES	2,500	43	1,070
LEE	6,200	50	3,090
LENOIR	11,200	51	5,660
LINCOLN	6,800	59	4,040
MC DOWELL	6,500	53	3,430
MACON	3,800	40	1,500
MADISON	1,200	35	1,480
MARTIN	6,000	51	3,060
MECKLENBERG	60,600	76	46,240
MITCHELL	3,300	42	1,390
MONTGOMERY	4,200	57	2,380
MOORE	8,000	41	3,540
NASH	13,900	15	6,210
NEW HANOVER	20,000	51	10,280
NORTHAMPTON	5,700	57	3,260
ONslow	10,400	45	4,650
ORANGE	8,500	67	5,670
PAMLICO	2,500	43	1,070
PASQUOTANK	6,700	59	3,960
PENDER	4,200	38	1,600
PERQUIMANS	2,500	59	1,480
PERSON	5,100	51	2,770
PITT	11,400	83	11,980
POLK	2,900	74	2,150
RANDOLPH	13,500	70	9,400
RICHMOND	9,900	67	6,610
ROBESON	19,800	11	8,650
ROCKINGHAM	17,100	74	12,850
ROWAN	20,900	75	15,600
RUTHERFORD	11,300	65	7,290

STATE & COUNTY	HOUSEHOLDS	PERCENT	NUMBER
SAMPSON	11,300	35	3,960
SCOTLAND	6,100	37	2,280
STANLY	10,500	86	9,020
STOKES	1,700	65	3,040
SURRY	11,500	69	7,880
SWAIN	2,300	21	550
TRANSYLVANIA	3,700	40	1,460
TYRRELL	1,200	44	530
UNION	10,400	55	5,720
VANCE	7,600	52	3,980
WAKE	37,800	60	22,480
WARREN	4,800	36	1,740
WASHINGTON	2,900	44	1,270
WATAUGA	1,100	42	1,730
WAYNE	15,500	58	8,910
WILKES	10,700	48	5,100
WILSON	12,700	57	7,200
YADKIN	5,500	66	3,650
YANCEY	3,400	35	1,190

### NORTH DAKOTA

	169,900	50	84,400
ADAMS	1,200	25	300
BARNES	4,400	76	3,330
BENSON	2,400	45	1,070
BILLINGS	500	16	80
BOTTINEAU	3,100	43	1,330
BOWMAN	1,000	16	160
BURKE	1,800	13	770
BURLEIGH	9,000	58	5,190
CASS	18,600	77	14,250
CAVALIER	2,600	32	830
DICKEY	2,600	49	1,270
DIVIDE	1,400	15	210
DIXON	1,600	36	570
EDDY	1,200	45	530
EMMONS	2,100	58	1,210
FOSTER	1,500	45	670
GOLDEN VALLEY	900	16	140
GRAND FORKS	12,300	54	6,670
GRANT	1,600	72	1,150
GRIGGS	1,300	76	980
HETTINGER	1,800	25	450
KIDDER	1,500	58	870
LA MOURE	2,300	49	1,120
LOGAN	1,300	49	640
MC HENRY	3,000	43	1,280
MC INTOSH	1,700	49	830
MC KENZIE	1,800	15	260
MC LEAN	5,300	36	1,880
MERCER	2,100	36	740
MORTON	5,400	72	3,880
MOUNTAIN	2,500	15	370
NELSON	1,700	65	1,100
OLIVER	500	36	180
PEMBINA	3,600	39	1,400
PIERCE	2,100	14	920
RAMSEY	3,500	32	1,110
RANSOM	2,200	59	1,290
REYNOLDS	1,500	43	640
RICHLAND	5,200	59	3,050
ROLETTE	2,300	32	730
SARGENT	1,800	59	1,060
SHERIDAN	1,200	14	520
SIoux	600	72	430
SLOPE	500	16	80
STARK	1,100	25	1,030
STEELE	1,200	76	910
STUTSMAN	6,700	55	3,660
TOWNER	1,300	32	410
TRAILL	2,300	76	2,200
WALSH	1,600	39	1,780
WARD	11,600	56	6,470
WELLS	2,700	11	1,180
WILLIAMS	8,300	15	1,220
OHIO			
	2,670,000	87	2,328,000
ADAMS	6,700	80	5,330
ALLEN	30,000	80	24,060
ASHLAND	14,300	85	9,610
ASHTABULA	26,600	86	22,800
ATHENS	12,700	72	9,130
AUGLAIZE	10,200	81	8,560
BELMONT	27,100	81	22,740
BROWN	7,300	80	5,800
BUTLER	18,700	88	43,000
CARROLL	5,500	82	4,850
CHAMPAIGN	8,800	87	7,690
CLARK	37,700	87	32,700
CLERMONT	13,700	87	11,920
CLINTON	8,600	83	7,140
COLUMBIANA	32,800	85	27,810
COSHOCTON	10,500	66	6,900
CRAWFORD	13,200	81	10,640
CUYAHOGA	168,100	91	423,570
DARKE	13,700	83	11,370
DEFLANCE	8,500	85	7,210
DELAWARE	9,200	89	8,210
ERIE	18,000	81	14,580
FAIRFIELD	17,300	89	15,380

### OHIO

	2,670,000	87	2,328,000
ADAMS	6,700	80	5,330
ALLEN	30,000	80	24,060
ASHLAND	11,300	85	9,610
ASHTABULA	26,600	86	22,800
ATHENS	12,700	72	9,130
AUGLAIZE	10,200	81	8,560
BELMONT	27,100	81	22,740
BROWN	7,300	80	5,800
BUTLER	18,700	88	43,000
CARROLL	5,900	82	4,850
CHAMPAIGN	8,800	87	7,690
CLARK	37,700	87	32,700
CLERMONT	13,700	87	11,920
CLINTON	8,600	83	7,140
COLUMBIANA	32,800	85	27,810
COSHIOCTON	10,500	66	6,900
CRAWFORD	13,200	81	10,640
CUYAHOGA	168,100	91	423,570
DARKE	13,700	83	11,370
DEFAANCE	8,500	85	7,210
DELAWARE	9,200	89	8,210
ERIE	18,000	81	14,580
FAIRFIELD	17,300	89	15,380



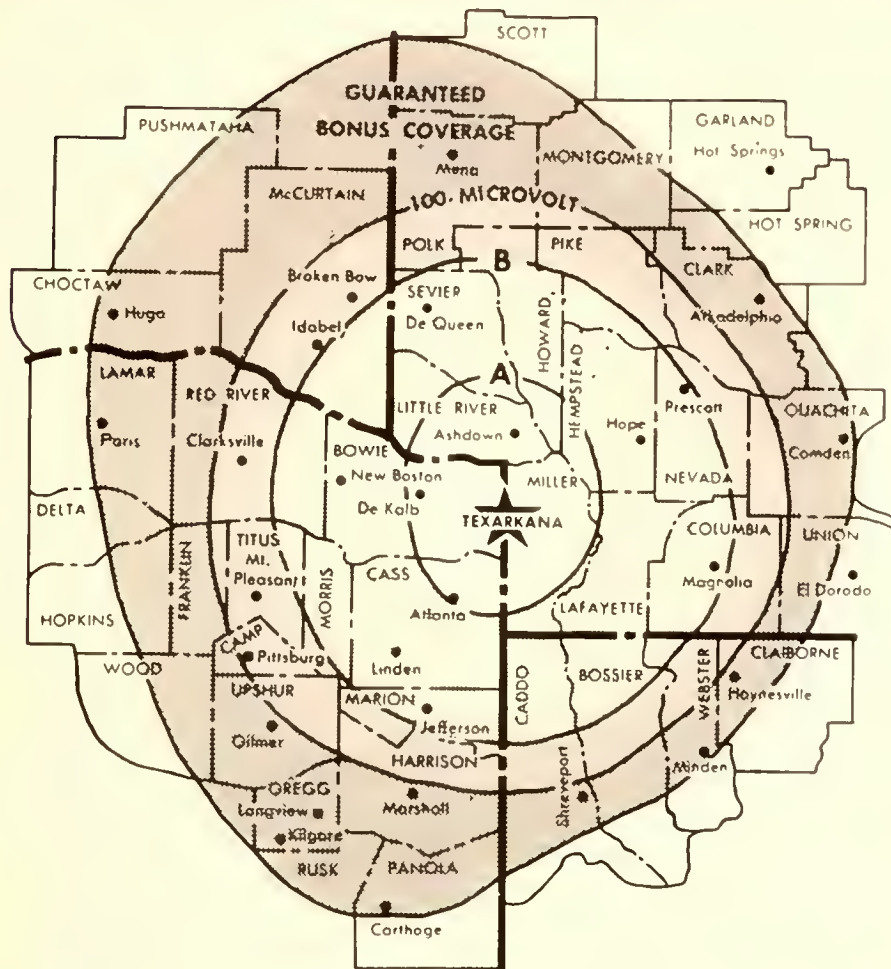
# The Market That Television Built . . .

TEXARKANA  
METROPOLITAN  
POPULATION  
**106,500**

26 COUNTY AREA  
DOMINATED  
POPULATION  
**489,300**

TOTAL COVERAGE  
AREA POPULATION  
**771,000**

(Includes portions of  
17 Additional Counties)



MAXIMUM  
POWER

CBS—ABC  
INTERCONNECTED

EQUIPPED TO TELECAST  
NETWORK COLOR

ESTABLISHED  
SERVICE

On-the-Air Over  
3 Years

## . . . and Keeps Prosperous and Growing FULL POWER KCMC-TV HAS DONE A BIG JOB

- With 250 Hours per Month Sponsored Network Programs
- Spot Business from the Nation's Leading Advertisers
- Ever Growing Potential Audience of Over 750,000

## WITH RATINGS TO PROVE IT

**58%** TOTAL WEEKLY SHARE OF AUDIENCE **In 26 Counties**

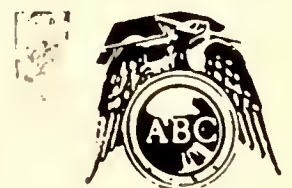
First in Total Audience in 20 of the 26 Counties • First in Every Program

Period Day & Night • More than Twice the Audience of the 2nd & 3rd Stations Combined

(Area Telepulse, January-February, 1956)



# KCMC-TV



Walter M. Windsor  
General Manager

**CHANNEL 6**  
**Texarkana, Texas-Arkansas**

Represented by Venard, Rintoul & McConnell, Inc.

Richard M. Peters  
Dir. Nat'l Sales and Promotion

$$b = \frac{\sum_{i=1}^n \frac{1}{f_i} (x_i - a)(y_i - a)}{\sum_{i=1}^n \frac{1}{f_i} (x_i - a)^2} \quad y = a + b(x - a)$$

Note: Tv home totals are as of March 1956 and in many cases are now obsolete.

## NATIONAL TV SET COUNT BY COUNTIES

### Ohio (Continued)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
FAYETTE	7,700	78	6,000
FRANKLIN	177,100	92	162,720
FULTON	8,300	81	6,730
GALLIA	6,800	76	5,170
GEauga	8,400	78	6,530
GREENE	20,600	89	18,400
GRIFFIN	11,800	68	8,060
HAMILTON	258,100	88	226,390
HANCOCK	15,700	81	12,670
HARDIN	9,300	86	7,970
HARRISON	5,900	82	4,860
HENRY	7,100	85	6,020
HIGHLAND	9,600	78	7,460
HOCKING	5,700	85	4,830
HOLMES	5,560	80	4,370
HURON	13,100	85	11,150
JACKSON	8,600	81	6,970
JEFFERSON	28,500	84	23,940
KNOX	11,800	85	10,040
LAKE	27,700	90	24,960
LAWRENCE	14,900	85	12,680
LICKING	24,200	81	19,650
LOGAN	10,800	83	8,990
LORAIN	52,600	89	46,870
LUCAS	133,300	89	118,840
MADISON	6,500	83	5,380
MAHoning	79,300	88	69,860
MARION	17,600	86	15,100
MEDINA	13,900	91	12,690
MEigs	7,100	80	5,650
MERCER	8,800	82	7,230
MIAMI	21,300	91	19,400
MONROE	4,500	78	3,510
MONTGOMERY	138,000	93	128,000
MORGAN	4,200	78	3,270
MORROW	5,400	85	4,570
MUSKINGUM	24,500	70	17,100
NOBLE	3,600	78	2,800
OTTAWA	10,000	85	8,480
PALMIDING	4,800	79	3,780
PERRY	8,600	87	7,460
PICKAWAY	8,000	88	7,060
PIKE	7,100	81	5,760
PORTAGE	20,500	84	17,240
PREBLE	8,900	89	7,940
PITTMAN	7,700	79	6,070
RICHLAND	30,900	85	26,170
ROSS	16,800	87	14,530
SANDISKY	16,000	86	13,780
SCIOTO	30,700	85	26,000
SENECA	17,200	80	13,760
SHELBY	9,000	85	7,640
STARK	81,800	86	81,910
STAMMIT	140,300	91	127,310
THURMULL	51,500	85	43,780
TISCARAWAS	23,200	81	18,790
UNION	6,700	83	5,540
VAN WERT	9,300	82	7,650
VINTON	2,800	85	2,370
WARREN	13,900	86	11,940
WASHINGTON	14,500	75	10,930
WAYNE	18,400	81	14,960
WILLIAMS	9,000	83	7,470
WOOD	18,900	88	16,710
WYANDOT	6,500	79	5,140

### OKLAHOMA

	668,500	67	444,930
ADAIR	3,200	40	1,280
ALFALFA	3,000	55	1,640
ATOKA	3,200	51	1,630
BEAVER	2,100	19	400
BECKHAM	6,800	33	2,270
BLAINE	1,100	67	2,750
BRYAN	7,200	49	3,520
CADDO	8,300	59	4,870
CANADIAN	7,100	79	5,590
CARTER	12,800	49	6,270
CHEROKEE	3,400	50	1,710
CHOCTAW	4,200	18	750
CIMARRON	1,300	19	250
CLEVELAND	10,600	80	8,500
COAL	1,600	51	810
COMANCHE	22,000	75	16,380
COTTON	3,100	58	1,790
CRAIG	1,200	59	2,460
CREEK	12,100	79	9,780
CUSTER	5,600	47	2,610
DELAWARE	3,000	59	1,760
DEWEY	2,200	47	1,030
ELLIS	2,700	36	970
GARFIELD	16,100	66	10,670
GARVIN	9,100	60	5,480
GRADY	9,100	75	7,000
GRANT	2,500	55	1,360
GREER	2,600	35	910
HARMON	2,100	35	740
HARPER	1,500	36	540
HASKELL	2,800	28	770
HUGHES	4,700	47	2,230
JACKSON	7,100	35	2,490

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
JEFFERSON	2,700	58	1,560
JOHNSTON	2,500	51	1,270
KAY	15,900	69	11,020
KINGFISHER	3,300	67	2,210
KIOWA	4,800	55	2,620
KATIMER	2,100	28	580
LE FLORE	7,800	25	1,920
LINCOLN	5,900	73	4,300
LOGAN	6,100	56	3,420
LOVE	1,700	49	830
MC CLAIN	4,400	60	2,650
MC CURTAIN	5,800	30	1,760
MC INTOSH	3,600	47	1,700
MAJOR	2,900	55	1,580
MARSHALL	2,000	49	980
MAYES	5,100	59	2,990
MURRAY	2,900	51	1,480
MUSKOGEE	16,600	77	12,800
NOBLE	3,000	66	1,970
NOWATA	3,500	73	2,560
OKFUSKEE	3,900	50	1,970
OKLAHOMA	124,500	82	102,140
OKMILGEE	11,600	60	6,990
OSAGE	10,300	79	8,170
OTTAWA	8,300	58	4,810
PAWNEE	4,200	66	2,760
PAYNE	13,000	51	6,600
PITTSBURG	10,100	49	4,910
PONTOTOC	8,900	66	5,840
POTTAWATOMIE	13,200	54	7,130
PUSHMATAHA	2,800	18	500
ROGER MILLS	1,900	17	890
ROGERS	5,400	73	3,950
SEMINOLE	11,600	58	6,730
SEQUOYAH	4,400	40	1,750
STEPHENS	11,100	61	6,800
TEXAS	3,600	19	690
TILLMAN	4,800	58	2,770
TULSA	93,000	89	82,380
WAGONER	4,100	50	2,060
WASHINGTON	11,300	76	8,530
WASHITA	4,600	55	2,510
WOODS	4,000	36	1,450
WOODWARD	3,300	36	1,190

### OREGON

	537,700	53	285,550
BAKER	4,900	27	1,340
BENTON	10,400	37	3,820
CLACKAMAS	29,200	65	19,050
CLATSOP	10,900	39	4,230
COLUMBIA	7,000	42	2,920
COOS	17,900	20	3,610
CROOK	2,500	23	570
CURRY	2,700	24	640
DESCHUTES	6,700	23	1,530
DOUGLAS	20,600	34	6,910
GILLIAM	1,000	37	370
GRANT	2,600	18	470
HARNEY	2,000	14	280
HOOD RIVER	3,800	34	1,280
JACKSON	21,500	50	10,750
JEFFERSON	2,100	34	710
JOSEPHINE	10,300	38	3,910
KLAMATH	13,200	31	4,020
LAKE	1,900	14	270
LANE	17,400	62	29,430
LINCOLN	7,900	33	2,580
LINN	18,900	38	7,140
MALHEUR	6,300	48	3,030
MARION	30,900	54	16,750
MORROW	1,300	37	480
MULTNOMAH	177,300	70	124,570
POLK	7,200	19	3,560
SHERMAN	700	37	260
TILLAMOOK	6,100	39	2,480
UMATILLA	13,500	32	4,330
UNION	5,800	27	1,590
WALLOWA	2,000	27	550
WASCO	7,300	34	2,470
WASHINGTON	23,000	70	16,000
WHEELER	1,100	18	200
YAMHILL	9,500	36	3,450

### PENNSYLVANIA

	3,226,500	82	2,629,320
ADAMS	13,100	73	9,560
ALLEGHENY	466,900	86	399,810
ARMSTRONG	23,800	83	19,740
BEAVER	52,600	86	45,010
BEDFORD	11,100	83	9,460
BERKS	79,300	81	64,470
BLAIR	41,300	82	33,910
BRADFORD	15,900	79	12,500
BUCKS	69,800	86	59,820
BUTLER	29,100	85	24,760
CAMBRIA	58,200	83	48,190
CAMERON	1,900	60	1,140
CARBON	16,200	79	12,840
CENTRE	17,500	79	13,780
CHESTER	45,900	85	39,020

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
CLARION	10,700	81	8,700
CLEARFIELD	23,800	84	19,920
CLINTON	10,800	62	6,680
COLUMBIA	16,100	66	10,630
CRAWFORD	24,200	76	18,500
CUMBERLAND	31,500	71	23,400
DAUPHIN	63,600	81	51,710
DELAWARE	146,000	85	123,950
ELK	9,800	56	5,440
ERIE	70,600	81	59,300
FAYETTE	52,900	48	44,550
FOREST	1,300	59	770
FRANKLIN	23,100	77	17,810
FULTON	2,900	68	1,980
GREENE	12,600	72	9,090
HUNTINGDON	11,500	80	9,200
INDIANA	21,300	82	17,350
JEFFERSON	14,200	82	11,590
JUNIATA	4,100	57	2,500
LACKAWANNA	75,100	81	60,700
LANCASTER	71,500	83	59,350
LAWRENCE	32,000	82	26,300
LEBANON	27,000	82	22,140
LEHIGH	60,600	85	51,510
LUTHERNE	108,800	79	86,600
LYCOMING	32,300	57	18,440
MC KEAN	17,200	61	10,990
MERCER	34,200	81	27,830
MIFFLIN	12,800	81	10,340
MONROE	10,700	80	8,550
MONTGOMERY	114,900	86	98,810
MONTOUR	3,700	75	2,790
NORTHAMPTON	55,100	85	46,840
NORTHUMBERLAND	34,000	58	19,610
PERRY	7,100	57	4,210
PHILADELPHIA	649,000	82	531,530
PIKE	3,100	69	2,150
POTTER	4,800	60	2,870
SCHUYLKILL	56,700	78	44,230
SNYDER	6,500	58	3,760
SOMERSET	22,800	71	16,100
SULLIVAN	1,700	77	1,300
SUSQUEHANNA	8,900	79	7,010
TIOGA	10,800	69	7,460
UNION	6,100	58	3,530
VENANGO	18,900	63	11,900
WARREN	12,400	67	8,340
WASHINGTON	62,000	86	53,490
WAYNE	7,900	69	5,480
WESTMORELAND	92,400	87	80,450
WYOMING	4,900	77	3,750
YORK	65,800	83	54,420

### RHODE ISLAND

	249,800	85	213,390
BRISTOL	8,900	86	7,670
KENT	27,800	86	23,880
NEWPORT	18,300	85	15,460
PROVIDENCE	179,300	86	153,480
WASHINGTON	15,500	83	12,900

### SOUTH CAROLINA

	559,500	55	308,190
ABBEVILLE	5,500	56	3,080
AIKEN	26,100	47	12,150
ALLENDALE	3,200	36	1,140
ANDERSON	23,400	51	12,730
BAMBERG	3,900	36	1,390
BARNWELL	7,000	36	2,500
BEAUFORT	6,700	51	3,390
BERKELEY	6,800	55	3,730
CALHOUN	3,200	42	1,330
CHARLESTON	50,900	74	37,620
CHEROKEE	8,800	61	5,330
CHESTER	7,700	51	4,180
CHESTERFIELD	7,900	48	3,800
CLARENDON	6,500	37	2,410
COLLETON	7,100	56	3,970
DARLINGTON	12,100	47	5,740
DILLON	6,600	50	3,280
DORCHESTER	5,500	56	3,070
EDGEFIELD	3,700	46	1,690
FAIRFIELD	4,700	54	2,540
FLORENCE	19,900	60	12,000
GEORGETOWN	7,700	53	4,100
GREENVILLE	50,000	68	34,100
GREENWOOD	11,600	57	6,570
HAMPTON	1,300	54	2,300
HORRY	13,900	21	2,930
JASPER	2,500	51	1,340
KERSHAW	7,100	55	4,080
LANCASTER	8,800	54	4,740
LATRENS	11,500	36	4,120
LEE	4,600	59	2,710
LEXINGTON	12,400	52	6,390
MC CORMICK	2,100	56	1,180
MARION	7,600	53	4,040
MARLBORO	7,100	49	3,460
NEWBERRY	8,000	47	3,780
OCONEE	9,200	37	3,420
ORANGEBURG	16,100	47	7,490



Note: Tv home totals are as of March 1956 and in many cases are now obsolete.

# NATIONAL TV SET COUNT BY COUNTIES

$$b = \frac{\sum y + \frac{\sum y^2}{\sum x}}{\sum x} = \frac{\sum y + \frac{1}{n} \sum y^2}{\sum x} = \frac{\sum y + \frac{1}{n} \sum (x_i - a)^2}{\sum x} \quad H = a - b(x - a)$$

Carolina (Continued)

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PER CENT	NUMBER
PICKENS	10,100	31	4,130
RICHLAND	42,200	70	29,480
SALIDA	3,600	46	1,650
SPARTANBURG	40,800	55	22,520
SUMTER	11,200	48	6,770
UNION	7,500	53	3,980
WILLIAMSBURG	8,900	55	4,870
YORK	20,200	53	10,770

## SOUTH DAKOTA

	199,400	43	86,550
AURORA	1,300	21	310
BEADLE	6,800	25	1,680
BENNETT	800	20	160
BON HOMME	2,500	56	1,410
BROOKINGS	5,300	49	2,600
BROWN	10,500	37	3,920
BRULE	1,700	24	400
BUFFALO	400	31	120
RUTTE	2,600	21	540
CAMPBELL	900	21	190
CHARLES MIX	4,800	21	1,130
CLARK	2,500	10	1,000
CLAY	3,600	75	2,680
CODINGTON	6,200	40	2,470
CORSON	1,500	21	310
CUSTER	1,600	21	330
DAVISON	5,300	43	2,260
DAY	3,400	42	1,440
DEUEL	1,700	40	680
DEWEY	1,200	21	250
DOUGLAS	1,200	21	280
EDMUNDS	1,800	21	380
FALL RIVER	3,300	21	680
FAULK	1,500	31	460
GRANT	2,700	42	1,140
GREGORY	2,600	18	460
HAAKON	700	16	110
HAMLIN	2,100	40	840
HAND	1,900	31	580
HANSON	1,300	43	560
HARDING	700	21	150
HUGHES	2,500	20	500
HUTCHINSON	3,200	56	1,800
HYDE	700	31	210
JACKSON	500	16	80
JERAULD	1,200	31	370
JONES	800	20	160
KINGSBURY	2,800	49	1,370
LAKE	3,100	65	2,010
LAWRENCE	5,800	19	1,090
LINCOLN	3,700	75	2,760
LYMAN	1,100	18	200
MC COOK	2,500	65	1,610
MC PHERSON	1,700	21	360
MARSHALL	2,100	42	890
MEADE	3,100	19	580
MELLETT	800	20	160
MINER	1,700	43	730
MINNEHAHA	25,700	82	21,070
MOODY	2,500	65	1,610
PENNINGTON	17,300	36	6,300
PERKINS	1,800	21	380
POTTER	1,300	20	260
ROBERTS	3,700	42	1,570
SANBORN	1,400	43	600
SHANNON	1,100	21	230
SPINK	3,400	25	840
STANLEY	400	16	60
SULLY	800	20	160
TODD	1,100	20	220
TRIPP	2,400	18	430
TURNER	3,500	75	2,610
UNION	3,200	75	2,380
WALWORTH	2,300	21	480
WASHBAUGH	200	20	40
YANKTON	4,900	56	2,760
ZIERACH	700	21	150

## TENNESSEE

	899,000	60	536,000
ANDERSON	14,900	58	8,640
BEDFORD	6,600	57	3,750
BENTON	2,900	33	960
BLEDSoE	1,700	52	890
BLOUNT	15,200	71	10,810
BRADLEY	8,600	53	4,540
CAMPBELL	8,000	41	3,300
CANNON	2,100	58	1,220
CARROLL	7,400	39	2,860
CARTER	10,900	52	5,650
CHEATHAM	2,000	61	1,270
CHESTER	2,700	39	1,050
CLAIBORNE	5,400	32	1,720
CLAY	1,900	39	730
COCKE	5,200	37	1,930
COFFEE	7,000	58	4,080
CROCKETT	4,000	51	2,040
CUMBERLAND	4,500	30	1,350
DAVIDSON	98,800	78	76,960
DECATUR	2,400	33	790

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PER CENT	NUMBER
DE KALB	2,500	51	1,270
DICKSON	5,000	51	2,530
DYER	8,800	57	5,020
FAYETTE	5,800	56	3,250
FENTRESS	3,200	32	1,020
FRANKLIN	6,100	27	1,610
GIBSON	13,800	43	5,890
GILES	6,800	32	2,200
GRAINGER	2,800	32	890
GREENE	10,100	35	3,630
GRINDY	2,800	41	1,160
HAMBLETON	6,900	37	2,550
HAMILTON	63,700	60	38,420
HANCOCK	2,000	32	640
HARDMAN	1,900	49	2,420
HARDIN	4,000	39	1,560
HAWKINS	7,400	26	1,930
HAYWOOD	5,900	51	3,010
HENDERSON	1,100	33	1,360
HENRY	6,500	36	2,320
HICKMAN	3,000	51	1,520
HOLSTON	1,200	55	670
HUMPHREYS	2,700	55	1,490
JACKSON	2,500	39	960
JEFFERSON	4,800	38	1,830
JOHNSON	2,600	39	1,020
KNOX	64,900	79	51,090
LAKE	2,700	41	1,100
LAUDERDALE	6,400	57	3,620
LAWRENCE	6,900	32	2,230
LEWIS	1,500	51	760
LINCOLN	6,300	27	1,670
LOUDON	6,200	51	3,340
MC MINN	8,100	43	3,450
MC NAIRY	5,000	39	1,950
MACON	3,400	51	1,720
MADISON	17,300	47	8,200
MARION	4,800	52	2,510
MARSHALL	5,000	57	2,840
MAURY	10,800	51	5,450
MEigs	1,300	43	550
MONROE	5,500	56	3,060
MONTGOMERY	12,100	64	7,760
MOORE	1,200	27	320
MORGAN	3,100	32	990
OBION	8,000	41	3,270
OVERTON	3,900	39	1,510
PERRY	1,500	21	310
PICKET	1,000	32	320
POLK	3,000	56	1,670
PUTNAM	7,900	45	3,520
RHEA	3,800	43	1,620
ROANE	8,200	58	4,770
ROBERTSON	6,800	61	4,320
RUTHERFORD	11,100	63	7,040
SCOTT	4,000	32	1,270
SEQUESTACHE	1,300	52	680
SEVIER	5,400	38	2,050
SHELBY	149,900	80	119,770
SMITH	3,600	51	1,830
STEWART	2,000	55	1,110
SULLIVAN	28,700	51	14,490
SUMNER	8,700	77	6,680
TIPTON	7,400	59	4,390
TROUSDALE	1,600	51	810
UNICOI	3,800	38	1,430
UNION	1,900	32	600
VAN BUREN	800	52	420
WARREN	6,300	41	2,600
WASHINGTON	15,500	60	9,330
WAYNE	3,200	21	660
WEAKEY	7,600	31	2,580
WHITE	3,900	30	1,170
WILLIAMSON	5,800	75	4,360
WILSON	7,500	55	4,100

## TEXAS

	2,488,000	64	1,586,210
ANDERSON	8,200	31	2,570
ANDREWS	2,600	47	1,230
ANGELINA	10,600	39	4,110
ARANSAS	1,200	31	370
ARCHER	1 800	55	980
ARMSTRONG	600	70	420
ATASCOSA	4,700	62	2,920
ATKIN	4,000	48	1,930
BAILEY	2,200	69	1,520
BANDERA	1,200	65	780
BASTROP	5,000	40	2,010
BAYLOR	2,100	55	1,150
BECK	4,900	46	2,270
BELL	23,800	62	14,800
BEXAR	150,400	78	117,560
BLANCO	1,300	54	710
BORDEN	200	53	110
BOSQUE	3,000	47	1,410
BOWIE	19,800	53	10,400
BRAZORIA	16,400	80	13,100
BRAZOS	11,500	36	4,140
BREWSTER	1,800	14	250
BRISCOE	900	33	290
BROOKS	2,700	35	940

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HOUSEHOLOS PER CENT	NUMBER
BROWN	8,000	29	2,610
BURLESON	3,000	40	1,210
BURNET	2,700	55	1,480
CALDWELL	4,700	53	2,500
CALHOUN	3,100	31	960
CALLAHAN	2,400	13	1,040
CAMERON	38,800	41	17,230
CAMP	2,400	40	970
CARSON	1,800	70	1,250
CASS	6,100	54	3,270
CASTRO	1,600	50	790
CHAMBERS	2,200	78	1,710
CHEROKEE	9,300	31	2,920
CHILDRESS	3,300	27	880
CLAY	2,500	71	1,760
COCHRAN	1,700	69	1,170
COKE	1,200	50	600
COLEMAN	3,800	19	1,870
COLLIN	12,500	74	9,210
COLLINGSWORTH	2,200	27	580
COLORADO	5,000	11	2,070
COMAL	5,200	51	2,830
COMANCHE	3,900	29	1,150
CONCHO	1,400	32	450
COOKE	7,100	71	5,010
CORYELL	1,400	55	2,420
COTTLE	1,300	26	340
CRANE	1,100	37	510
CROCKETT	1,100	22	240
CROSBY	2,500	62	1,540
CULBERSON	500	40	200
DALLAM	2,400	73	1,760
DALLAS	240,300	81	194,830
DAWSON	5,800	47	2,740
DEAF SMITH	3,100	43	1,340
DELTA	2,000	36	720
DENTON	12,100	75	9,100
DE WITT	6,200	44	2,730
DICKENS	1,700	36	610
DIMMIT	2,400	27	650
DONLEY	1,500	56	840
DUVAL	3,200	38	1,200
EASTLAND	6,700	43	2,880
ECTOR	19,500	58	11,210
EDWARDS	800	17	130
ELLIS	12,400	67	8,320
EL PASO	62,900	81	50,890
FRATH	5,100	17	2,390
FALLS	6,500	45	2,920
FANNIN	7,700	31	2,590
FAYETTE	6,000	41	2,480
FISHER	2,500	50	1,260
FLOYD	2,900	62	1,780
FOARD	1,100	46	510
FORT BEND	7,300	69	5,060
FRANKLIN	1,500	36	540
FREESTONE	3,800	34	1,290
FRIO	2,600	62	1,610
GAINES	2,400	47	1,130
GALVESTON	38,500	71	28,610
GARZA	1,800	56	1,010
GILLESPIE	3,000	34	1,030
GLASSCOCK	200	44	90
GOLIAD	1,300	46	600
GONZALES	5,200	53	2,760
GRAY	7,400	56	4,160
GRAYSON	22,400	58	13,060
GREGG	21,300	51	10,950
GRIMES	3,600	53	1,910
GUADALUPE	7,000	68	4,740
HALE	9,400	62	5,780
HALL	2,700	33	880
HAMILTON	2,900	47	1,360
HANSFORD	1,200	78	940
HARDEMAN	3,000	46	1,370
HARDIN	5,600	40	2,260
HARRIS	317,800	80	254,280
HARRISON	12,300	47	5,760
HARTLEY	500	73	370
HASKELL	3,500	53	1,860
HAYS	1,400	51	2,390
HEMPHILL	1,300	32	410
HENDERSON	5,600	31	1,760
HIDALGO	16,000	42	19,100
HILL	8,300	82	6,840
HOCKLEY	7,100	69	4,890
HOOD	1,300	69	890
HOPKINS	5,900	36	2,110
HOUSTON	5,100	32	1,720
HOWARD	8,600	53	4,540
HUTCHINSON	1,200	10	480
HUNT	11,300	75	8,520
HUTCHINSON	9,000	88	8,660
IRION	500	41	220
JACK	2,100	67	1,400
JACKSON	3,500	47	1,650
JASPER	5,100	31	1,750
JEFF DAVIS	500	10	200
JEFFERSON	61,700	72	46,410
JIM HOGG	1,300	24	320
JIM WELLS	7,600	28	2,150
JOHNSON	9,700	79	7,620

$$b = \frac{\sum_{i=1}^n \frac{1}{f_i} (x_i - a)(y_i - a)}{\sum_{i=1}^n \frac{1}{f_i} (x_i - a)^2} \quad y = a + b(x - a)$$

Note: Tv home totals are as of March 1956 and in many cases are now obsolete.

# NATIONAL TV SET COUNT BY COUNTIES

Texas Continued

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
DONES	1,000	30	3,170
KARNES	800	10	1,760
KATIMAN	600	61	4,670
KENDALL	600	1	1,030
KENDRY	600	1	30
KENT	600	1	180
KERR	600	1	1,430
KIMBLE	600	1	410
KING	600	1	50
KINNEY	600	1	130
KLEBERG	600	1	1,810
KNOX	600	1	1,150
LAMAR	1,500	8	2,320
LAMB	800	1	4,000
LAMPASAS	800	1	1,540
LA SALLE	1,200	8	720
LAVACA	700	11	2,430
LEE	700	10	1,010
LEON	700	1	910
LIBERTY	7,600	78	5,890
LIMESTONE	3,000	17	2,650
LIPSOMB	1,100	12	350
LIVE OAK	7,000	8	760
LLANO	700	1	420
LOVING	100	1	40
LIBERTY	2,600	61	27,630
LANN	2,700	56	1,510
MC CLELLAN	3,000	42	970
MC LENNAN	10,900	77	30,540
MC MILLEN	700	18	190
MADISON	1,000	12	600
MARION	2,400	11	1,290
MARTIN	1,100	17	660
MASON	1,600	25	400
MATAGORDA	6,100	17	3,010
MAVERICK	2,000	27	780
MEDINA	1,500	65	2,910
MENARD	1,100	42	350
MIDLAND	3,600	70	9,470
MILAM	1,700	36	2,060
MILLS	1,500	55	820
MITCHELL	1,000	33	2,110
MONTAGUE	1,600	71	3,240
MONTGOMERY	7,000	64	4,500
MOORE	6,300	73	4,620
MORRIS	2,500	51	1,340
MOTLEY	1,000	26	260
NACOGDOCHES	7,500	27	2,050
NAVARRO	6,600	60	7,360
NEWTON	2,100	11	820
NOLAN	7,900	50	2,970
NUECES	1,800	30	36,380
OCHEESIA	1,900	42	600
OLDHAM	100	13	170
ORANGE	4,300	56	9,190
PALO PINTO	8,100	69	5,780
PANOLA	1,300	22	930
PARKER	7,500	69	5,150
PARTNER	1,800	13	780
PECOS	2,600	21	540
POLK	3,700	19	1,800
POTTER	11,100	81	28,910
PRESIDIO	1,500	11	200
RAINS	800	71	570
RANDALL	6,100	70	4,460
REAGAN	900	11	400
REAL	700	33	230
RED RIVER	3,300	28	1,500
REEVES	1,100	21	860
REFUGIO	2,500	31	780
ROBERTS	300	42	100
ROBERTSON	1,800	36	1,740
ROCKWALL	1,100	61	900
ROSENBERG	1,100	19	2,160
ROSK	11,700	11	4,800
SABINE	1,200	31	650
SAN AUGUSTINE	1,200	27	520
SAN JACINTO	1,600	19	780
SAN PATRICIO	9,500	70	4,730
SAN SABA	2,200	25	540
SCHLEICHER	700	22	150
SEDERY	9,900	18	4,720
SHACKELFORD	1,100	13	480
SHELBY	3,700	22	1,240
SHERMAN	700	73	510
SMITH	1,100	51	11,490
SOMERVELL	800	17	370
STARR	1,000	21	730
STEPHENS	600	13	1,430
STERLING	100	11	180
STONEWALL	200	50	450
SUTTON	1,000	22	220
SWISHER	1,300	50	1,140
TARRANT	300	77	117,910
TAYLOR	1,200	61	12,970
TERRELL	900	31	190
TERRY	1,100	61	2,510
THROCKMORTON	900	53	480
TITUS	1,600	28	1,310
TOM GREEN	21,300	51	11,350
TRAVIS	19,700	55	32,600
TRINITY	2,500	29	1,210
TYLER	2,800	10	1,130

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
UPSHUR	1,900	40	1,970
UPTON	1,500	11	660
VALDE	1,600	13	1,510
VAL VERDE	1,300	17	720
VAN ZANDT	7,500	71	3,880
VICTORIA	19,000	28	2,800
WALKER	1,200	53	2,230
WALLER	2,900	41	1,860
WARD	1,300	37	1,570
WASHINGTON	5,100	18	2,450
WEBB	1,100	21	3,470
WHARTON	9,700	52	5,600
WHEELER	2,500	27	660
WHITTA	23,100	70	23,380
WHITBARGER	7,700	55	3,120
WILLACY	6,000	15	2,050
WILLAMSON	10,200	78	5,890
WILSON	3,200	68	2,170
WINKLER	1,800	37	1,390
WISE	1,300	67	2,860
WOOD	5,200	40	2,020
YOAKUM	1,100	61	670
YOUNG	1,600	53	2,440
ZAPATA	1,000	21	240
ZAVALA	2,600	33	850

## UTAH

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
BEAVER	1,300	9	120
BOX ELDER	5,500	78	4,270
CACHE	9,400	69	6,440
CARBON	7,200	31	2,230
DAGGETT	100	19	20
DAVIS	10,600	78	8,270
DECHESNE	2,000	19	380
EMERY	1,400	31	440
GARFIELD	920	9	80
GRAND	500	31	160
IRON	2,500	9	230
JARR	1,500	40	600
KANE	600	9	60
MILLARD	2,400	10	960
MORGAN	600	61	370
MUTE	500	9	50
RICH	500	61	300
SALT LAKE	88,100	81	71,360
SAN JUAN	1,000	9	90
SANPETE	3,700	10	1,480
SKYER	3,200	10	1,280
SUMMIT	1,700	61	1,040
TOOELE	5,500	68	3,740
UTAH	2,700	19	510
UTAH	23,700	77	18,250
WASATCH	1,300	61	790
WASHINGTON	2,700	9	340
WAYNE	300	9	30
WEBER	28,000	78	21,840

## VERMONT

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ADDISON	5,100	62	3,150
BENNINGTON	7,700	71	5,680
CALEDONIA	7,200	53	3,830
CHITTENDEN	18,600	82	15,170
ESSEX	1,800	73	1,310
FRANKLIN	8,300	67	5,540
GRAND ISLE	800	67	530
LAMOILLE	1,000	67	2,000
ORANGE	1,700	53	2,500
ORLEANS	5,800	73	4,210
RUTLAND	13,300	61	8,480
WASHINGTON	12,100	70	8,470
WINDHAM	8,500	39	3,300
WINDSOR	12,700	46	5,870

## VIRGINIA

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ACCOMACK	10,100	41	4,130
ALBEMARLE	13,700	11	5,590
ALLEGHANY	7,700	64	4,900
AMELIA	1,700	51	870
AMHERST	1,300	56	2,410
APPOMATTOX	1,900	56	1,070
ARLINGTON	71,700	81	60,090
AUGUSTA	17,800	12	7,390
BATH	1,500	40	600
BEDFORD	7,400	49	3,660
BLAND	1,100	12	590
BOTETFORT	3,900	61	2,480
BURNSWICK	1,300	41	1,760
BUCHANAN	7,900	28	2,240
BUCKINGHAM	2,600	46	1,200
CAMPBELL	21,700	62	13,330
CAROLINE	2,600	65	1,680
CARROLL	6,800	37	2,540
CHARLES CITY	900	64	580
CHARLOTTE	3,100	51	1,590
CHESTERFIELD	10,500	78	8,230
CLARKE	1,800	64	1,160
CRAIG	800	61	510

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
CULPEPER	3,300	55	1,820
CUMBERLAND	1,600	16	730
DICKENSON	7,100	29	1,490
FINNIDIE	13,900	81	11,290
ESSEX	1,400	65	910
FAIRFAX	33,200	89	29,510
FAUQUIER	7,100	64	3,460
FLOYD	2,600	37	970
FLUVANNA	1,700	46	780
FRANKLIN	7,700	49	2,770
FREDERICK	9,200	77	6,880
GILES	7,000	62	3,080
GLOUCESTER	2,900	67	1,930
GOCHLAND	1,700	62	1,060
GRAYSON	7,600	10	2,220
GREENE	1,100	16	510
GREENSVILLE	3,900	71	1,990
HALIFAX	9,200	76	5,150
HANOVER	7,600	62	3,490
HENRICO	88,100	81	71,180
HENRY	12,700	58	7,400
HIGHLAND	800	10	320
ISLE OF WIGHT	3,700	19	1,700
JAMES CITY	2,600	67	1,730
KING & QUEEN	1,400	65	910
KING GEORGE	1,800	79	1,050
KING WILLIAM	1,900	65	1,230
LANCASTER	2,300	59	1,350
LEE	8,000	43	2,620
LOFTDOEN	7,100	82	4,180
LOUISA	3,000	62	1,870
LUNENBURG	3,400	11	1,390
MADISON	2,000	46	920
MATHEWS	1,700	67	1,130
MECKLENBURG	8,000	18	3,850
MIDDLESEX	1,900	67	1,260
MONTGOMERY	10,100	77	8,020
NANSEMOND	10,000	62	6,220
NELSON	3,200	56	1,800
NEW KENT	1,000	61	640
NEWPORT NEWS	18,400	82	39,680
NORFOLK	130,500	83	108,100
NORTHAMPTON	1,500	18	2,170
NORTHAMBERLAND	2,500	59	1,460
NOTTOWAY	1,300	51	2,200
ORANGE	3,100	55	1,710
PAGE	3,800	50	1,900
PATRICK	600	47	1,340
PITTSYLVANIA	27,300	18	13,190
POWHEATAN	1,200	62	750
PRINCE EDWARD	3,700	51	1,890
PRINCE GEORGE	9,100	61	5,860
PRINCESS ANNE	11,700	70	10,210
PRINCE WM	5,200	82	4,260
PITASKI	7,600	62	4,690
RAPPAHANNOCK	1,400	16	640
RICHMOND	1,400	59	820
ROANOKE	39,100	81	31,480
ROCKBRIDGE	7,100	40	2,840
ROCKINGHAM	12,600	55	6,870
ROUSELL	6,100	29	1,790
SCOTT	6,600	38	2,530
SHERANDOAH	7,600	50	2,810
SMYTH	7,100	40	2,820
SOUTHAMPTON	6,300	49	3,060
SPOTSYLVANIA	6,500	62	4,020
STAFFORD	3,100	62	1,920
SURRY	1,500	67	1,000
SUSSEX	2,700	51	1,380
TAZEWELL	11,600	31	3,920
WARREN	4,100	64	2,830
WASHINGTON	13,200	31	4,070
WESTMORELAND	2,600	59	1,530
WISE	13,600	36	4,870
WYTHE	7,800	12	2,430
YORK	3,700	67	2,460

## WASHINGTON

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
ADAMS	3,000	62	1,850
ASOTIN	3,800	11	1,660
BENTON	19,600	30	7,040
CHILAN	13,600	38	5,110
CHALLAM	8,600	67	5,720
CLARK	27,900	69	19,140
COLUMBIA	1,500	11	660
COWITZ	18,000	15	8,170
DOUGLAS	3,800	27	1,010
FERRY	1,100	17	520
FRANKLIN	6,600	47	3,110
GARFIELD	900	11	390
GRANT	11,700	11	4,810
GRAYS HARBOR	18,100	13	7,840
ISLAND	3,900	72	2,800
JEFFERSON	2,600	69	1,780
KING	256,100	71	188,560
KITSAP	27,300	77	21,050
KITTITAS	6,800	31	1,980
KLUCKITAT	1,100	36	1,470
LEWIS	13,900	50	6,880
LINCOLN	3,100	62	2,090



$$b = \frac{\sum y}{\sum x} = \frac{\sum \frac{1}{x} (x_1 - a)(y_1 - a)}{\sum \frac{1}{x} (x_1 - a)^2} \quad y = a + b(x - a)$$

# NATIONAL TV SET COUNT BY COUNTIES

Note: Tv home totals are as of March 1956 and in many cases are now obsolete.

## Washington (Continued)

STATE & COUNTY	TOTAL		TV HOUSEHOLDS
	HOUSEHOLDS	PER CENT	
MASON	4,800	69	3,300
OKANOGAN	8,700	33	2,900
PACIFIC	5,600	39	2,190
PEND OREILLE	2,500	47	1,180
PIERCE	88,200	73	63,920
SAN JUAN	1,200	72	860
SKAGIT	14,300	51	7,660
SKAMANIA	1,700	51	910
SNOHOMISH	13,100	75	32,470
SPOKANE	82,900	75	62,510
STEVENS	6,000	17	2,840
THURSTON	15,500	65	10,090
WAHKIAKUM	1,000	39	390
WALLA WALLA	12,300	36	4,420
WHATCOM	22,900	18	10,970
WHITMAN	9,000	46	4,100
YAKIMA	41,500	60	26,590

## WEST VIRGINIA

	502,400	61	304,030
BARBOUR	4,600	32	1,470
BERKELEY	8,000	65	5,210
BOONE	7,600	57	4,290
BRAXTON	3,700	31	1,160
BROOKE	6,900	90	6,200
CABELL	33,100	87	28,760
CALHOUN	2,200	45	990
CLAY	3,200	48	1,530
DODDRIDGE	2,100	27	570
FAYETTE	19,900	52	10,290
GILMER	2,100	27	570
GRANT	2,200	36	790
GREENBRIER	9,200	51	4,720
HAMPSHIRE	2,900	38	1,110
HANCOCK	8,800	86	7,600
HARDY	2,200	36	790
HARRISON	22,500	36	8,030
JACKSON	3,500	15	1,580
JEFFERSON	4,300	79	3,410
KANAWHA	65,300	80	52,300
LEWIS	1,600	31	1,440
LINCOLN	4,700	77	3,600
LOGAN	17,700	63	11,260
MC DOWELL	20,700	51	11,260
MARION	19,500	63	12,340
MARSHALL	9,000	81	7,250
MASON	6,000	77	4,600
MERCER	18,400	53	9,700
MINERAL	5,700	38	2,180
MINGO	10,900	64	6,930
MONONGALIA	15,800	69	10,930
MONROE	2,900	46	1,340
MORGAN	2,300	38	880
NICHOLAS	6,500	48	3,100
OHIO	22,600	88	19,820
PENDLETON	2,000	36	720
PLEASANTS	1,600	51	860
POCAHONTAS	2,700	36	970
PRESTON	7,500	46	3,470
PUTNAM	5,000	77	3,830
RALEIGH	22,900	47	10,690
RANDOLPH	7,100	30	2,130
RITCHIE	2,900	27	780
ROANE	3,800	45	1,710
SUMMERS	1,400	46	2,030
TAYLOR	4,400	46	2,030
TUCKER	2,200	36	780
TYLER	2,500	51	1,340
UPSHUR	1,800	32	1,540
WAYNE	8,200	61	5,250
WEBSTER	1,000	36	1,440
WETZEL	1,700	51	2,520
WIRT	1,200	15	540
WOOD	20,100	46	9,170
WYOMING	8,800	19	4,290

## WISCONSIN

	1,082,700	75	812,110
ADAMS	2,500	33	830
ASHLAND	5,600	52	2,900
BARRON	10,800	53	5,720
BAYFIELD	3,900	13	1,690
BROWN	30,000	85	25,620
BUFFALO	1,400	63	2,790
BURNETT	2,900	48	1,380
CALUMET	5,500	81	4,480

(SET COUNT CONTINUES PAGE 82)

# SELLING FOOD PRODUCTS?

## Your market is 299 MILLION DOLLARS in Flint and the Saginaw Valley



## Michigan's 2nd richest market

This hungry market buys a lot of soup and cereal. For Michigan's Golden Valley has a lot to spend and spends it . . .

- Total Spendable Income . . . \$1,683,023,000
- Average City-Family Income . . . \$6,413.75
- Annual Retail Sales . . . \$1,365,757,000

Influence these dollars best on WNEM-TV—the only station that completely covers all the sets . . . that gives 86.9% penetration of all the homes in Flint and the Saginaw Valley. See PULSE and ARB surveys for proof.

Contact Headley-Reed or Michigan Spot Sales

# WNEM-TV

A *Genity* STATION



serving Flint, Saginaw, Bay City, Midland

Radio Stations **WPON** — Pontiac, Michigan  
**WABJ** — Adrian, Michigan





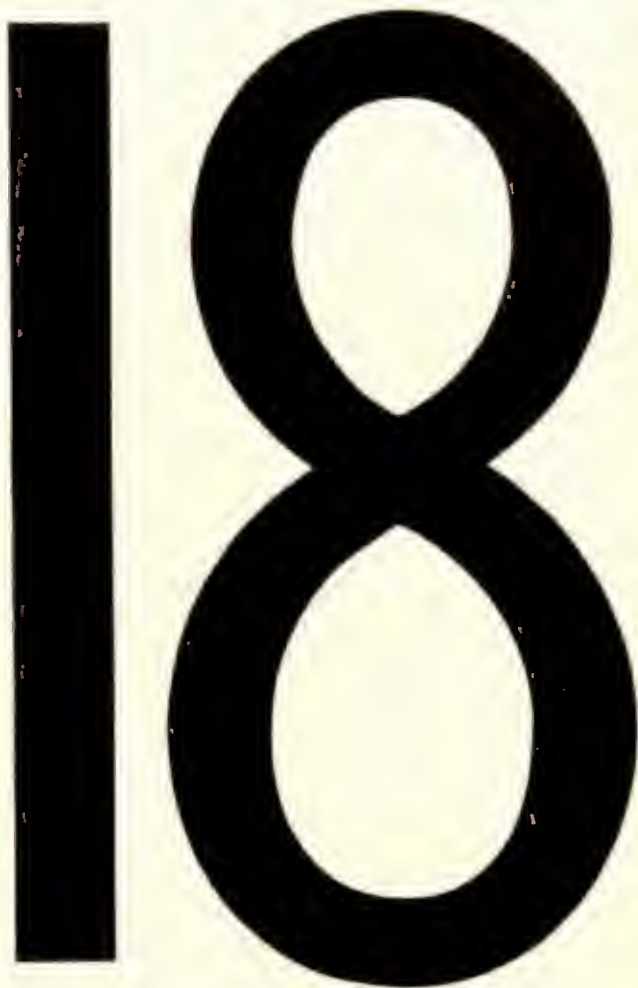
## ....in good company

On September 16, WGTH-TV, Channel 18 in Hartford, became a CBS Owned station... changed its call-letters to WHCT... immediately increased its weekly operating hours... and began a new era of television service for viewers in the Hartford-New Britain area, the nation's *sixth* market in per family income.

As viewers in New York, Chicago, Los Angeles and Milwaukee have known for a long time, CBS ownership means a great deal. Very soon, viewers in Greater Hartford will be seeing the difference. They'll see WHCT become a pace-setter in community affairs. And they'll see more *and more* big-name CBS Television Network shows... plus an expanding schedule of local programming tailored for local tastes and produced to the showmanship standards which have made CBS Television the most popular entertainment medium in the nation.



# HARTFORD WHCT



For advertisers, CBS Owned WHCT shapes up as a dynamic new sales force in a market where family incomes exceed \$7,300 annually. Better check CBS Television Spot Sales today for details on the new WHCT, Hartford!

#### WHCT COVERAGE DATA:

television families (UHF)	275,029
retail sales	\$2,078,741,000
food sales	\$467,326,000
drug store sales	\$68,888,000
effective buying income	\$3,328,943,000

(Sales Management Survey of Buying Power, May 1956; Television Magazine, August 1956)

**TOP TOWER 1282 ft.**

2945' above sea level, 1640' above average terrain, 1282' above ground . . . towering over all of Michigan.

**TOP POWER 316,000 w**

Operating with full power for maximum picture-clear coverage of Michigan.

**TOP PROGRAMS CBS-ABC**

Power-packed programming, combining the best of CBS and ABC with top-rated syndicated shows and live studio production.

**TOP TV HOMES 381,894**

48 of Michigan's 83 rich and productive counties are now served by the powerful Channel 13 picture . . . Michigan's TOP television buy. It's the one perfect picture that's worth 10,000 words in the 71 daily and weekly newspapers required to cover the same giant market area. No other Michigan TV station offers so much — for so little!



**CBS  
ABC**

**Nat'l Reps.  
WEED TV**

**SPARTON BROADCASTING CO.**  
**Cadillac, Mich.**

**WWTV... THE HIGH SPOT IN MICHIGAN TELEVISION**

$$b = \frac{\sum y}{\sum x} = \frac{\sum \frac{1}{f_x} (x_i - a)(y_i - a)}{\sum \frac{1}{f_x} (x_i - a)^2} \quad y = a + b(x - a)$$

## NATIONAL TV SET COUNT BY COUNTIES

### Wisconsin (Continued)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSEHOLDS PER CENT	NUMBER
CHIPPewa	12,000	57	6,830
CLARK	9,100	45	4,070
COLLMBIA	10,800	52	5,650
CRAWFORD	5,000	45	2,230
DANE	53,100	67	35,580
DODGE	17,500	84	14,670
DOOR	6,600	82	5,430
DOUGLAS	11,300	62	8,870
DINN	7,800	65	5,030
EAU CLAIRE	17,500	80	13,910
FLORENCE	1,200	44	530
FOND DU LAC	20,700	77	15,940
FOREST	2,400	44	1,060
GRANT	12,600	51	6,390
GREEN	7,600	57	4,300
GREEN LAKE	4,700	47	2,190
IOWA	5,700	14	2,500
IRON	2,500	52	1,290
JACKSON	4,900	55	2,700
JEFFERSON	13,600	81	11,420
JENEAU	5,500	33	1,830
KENOSHA	25,600	87	22,140
KEWAUNEE	4,800	82	3,950
LA CROSSE	21,300	61	13,040
LAFAYETTE	5,300	57	3,000
LANGLADE	6,100	53	3,240
LINCOLN	6,600	53	3,500
MANITOWOC	20,700	85	17,550
MARATHON	23,300	58	13,400
MARINETTE	10,600	62	6,570
MARQUETTE	2,700	47	1,260
MILWAUKEE	293,100	91	266,090
MONROE	8,800	53	4,650
OCOTO	7,400	81	5,990
ONEIDA	6,600	41	2,710
OUTAGAMIE	25,300	85	21,450
OZAUKEE	7,600	88	6,700
PEPIN	2,100	63	1,330
PIERCE	6,300	63	3,990
POLK	7,500	82	6,170
PORTAGE	9,300	55	5,090
PRICE	4,700	42	1,990
RACINE	36,300	88	31,940
RICHLAND	5,500	44	2,410
ROCK	31,200	67	20,940
RUSK	4,600	42	1,950
ST CROIX	7,800	84	6,540
SAUK	12,100	60	7,240
SAWYER	2,900	43	1,260
SILWANO	9,700	63	6,080
SHERBOGAN	25,700	84	21,540
TAYLOR	4,700	42	1,990
TREMPEALEAU	6,900	55	3,790
VERNON	7,800	45	3,470
VILAS	2,900	41	1,190
WALWORTH	11,700	83	12,250
WASHINGTON	3,300	48	1,570
WASHINGTON	10,900	89	9,650
WAUKESHA	29,500	86	25,310
WAUPACA	10,700	82	8,730
WAUSARA	4,300	47	2,000
WINNEBAGO	29,500	76	22,450
WOOD	15,300	53	8,170
<b>WYOMING</b>			
ALBANY	92,100	26	23,750
BIG HORN	6,500	27	1,760
CAMPBELL	3,600	16	590
CARBON	1,100	11	150
CONVERSE	4,900	27	1,320
CROOK	1,600	22	340
CROOK	1,200	11	130
FREMONT	5,900	10	590
GOSHEN	3,600	22	780
HOT SPRINGS	1,700	10	170
JOHNSON	1,100	16	230
LARAMIE	16,100	59	9,530
LINCOLN	2,400	27	650
NATRONA	12,800	20	2,590
NIOBRARA	1,200	22	260
ARK	5,600	23	1,300
PLATTE	2,300	22	490
SHERIDAN	6,200	16	1,010
SUBLETTE	900	10	90
SWEETWATER	6,300	9	590
TETON	800	23	180
TINTA	1,600	27	440
WASHAKIE	2,000	16	330
WESTON	2,000	11	210
YELLOWSTONE PK	100	23	20



# ANNOUNCING THE SECOND ANNUAL ROBERT E. SHERWOOD AWARDS FOR TELEVISION



A scene from "Tragedy in a Temporary Town," which won \$20,000 as the best network drama last season. Written by

Reginald Rose and directed by Sidney Lumet, it was produced on the NBC Alcoa Hour by Herbert Brodtkin

programs dealing with freedom and justice as presented on commercial television between October 1, 1956 and May 31, 1957.

**\$20,000**—for a network drama

**\$20,000**—for a network documentary

**\$15,000**—for a production by an independent station in either the drama or the documentary class

## NOMINATIONS

may be made by anyone.

Advance word is especially solicited.

## WRITE OR PHONE:

The Robert E. Sherwood Television Awards

The Fund for the Republic

60 East 42nd Street, New York 17, N. Y.

MUrray Hill 2-1250

## THE JURORS

**Kermit Bloomgarden**  
Theatre Producer

**Buell G. Gallagher**  
President, College of the City of New York

**Robert M. Purcell**  
President, KEVE  
Minneapolis, Minn.

**Mrs. Eleanor Roosevelt**

**James J. Rorimer**  
Director, Metropolitan Museum of Art

**Gilbert Seldes**  
Author and Critic

**Robert Taft, Jr.**  
Attorney  
Taft, Stettinius & Hollister

**Harrison Tweed**  
Attorney, Milbank, Tweed, Hope & Hadley

**Philip H. Willkie**  
President, Rushville, Ind., National Bank

## RULES:

1. All dramatic or documentary programs dealing with a topic related to freedom and justice telecast on commercial stations in the United States and its territories between October 1, 1956 and May 31, 1957 are eligible for consideration with the exception of programs in which the Fund for the Republic may be involved.

2. The producer, director and writer of a winning program will share in the award on a basis to be determined

by the jurors. The winning network or station will receive a citation.

3. In the case of a tie, the award will be divided equally between the winning programs or program series.

4. Kinescopes or films of nominated programs must be available if requested by the jurors.

5. The decisions of the jury will be final.

The Awards are given in memory of Robert E. Sherwood, until his death a Director of the Fund for the Republic and a valiant champion of American liberties. The Fund for the Republic is a non-profit corporation devoted to increasing the public understanding of the principles set down in the Constitution and its Bill of Rights.

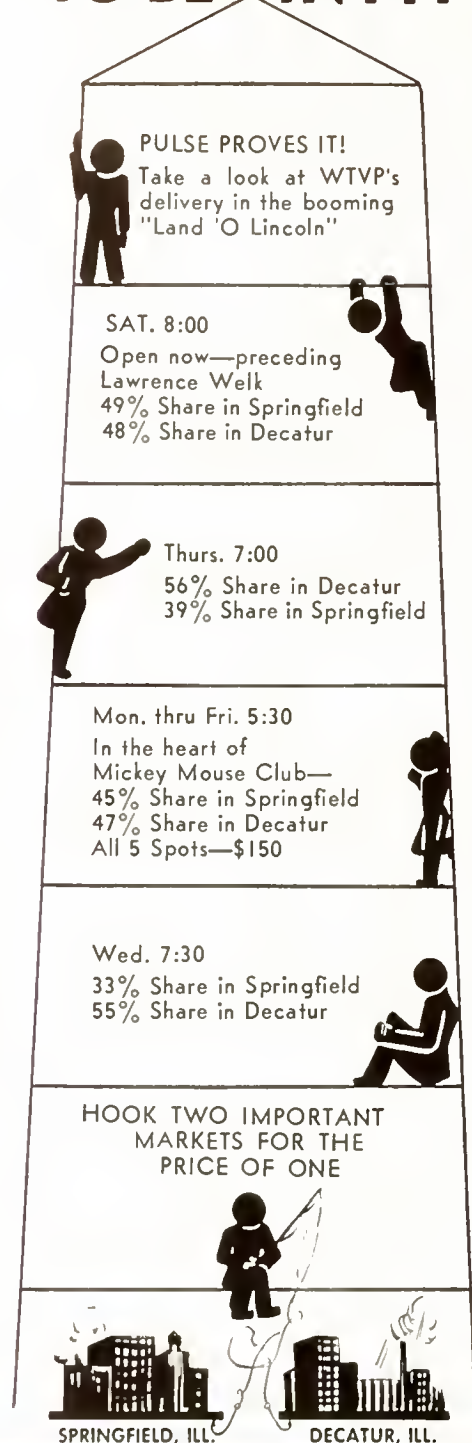
## THE FUND FOR THE REPUBLIC

60 East 42nd Street, New York 17, N. Y.

**PAUL G. HOFFMAN**  
Chairman of the Board

**ROBERT M. HUTCHINS**  
President

# Good Spots TO BE IN...



**WTVP**  
**DECATUR, ILLINOIS**

This is just a sampling—get more "Good Spots to be in" from The Bolling Company

P.S.

**See:** Summer Selling Section, 1956  
**Issue:** 5 March 1956, from page 40  
**Subject:** How WBZ-TV broke its own summer sales records

WBZ-TV, Boston, launched its summer campaign to boost sales in the first week of June, with a poolside party for sponsors, ad staff and station talent. Simultaneously, it innovated a 13-week sales contest and employee-idea competition—all of which produced the best summer sales-wise that the outlet had seen.

Audience promotions were tied together by station symbol. "Bee-Zee," in form of a young man. Included in roster of promotion work were the following: children's show, *Big Brother Bob Emery* celebrated star's 59th birthday with party for the Jimmy Fund (a children's cancer research organization); *Home* originated from Boston three times with local tie-in activity: Rex Trailer, station cowboy star treated youngsters to splash parties and swimming lessons in a specially-built pool. WBZ-TV beat the heat for the most successful summer in its history. ★ ★ ★

P.S.

**See:** Ronzoni Macaroni ups sales  
**Issue:** 13 December 1954, page 44  
**Subject:** Ronzoni to use U.N. approach in its television commercials

In Ronzoni Food Products campaign, which kicks off for fall tomorrow, a unique two language treatment will be seen. Created by Emil Mogul Advertising, technique will be as follows:

At opening, video presents Italian and American woman preparing Ronzoni macaroni. Italian woman, in native tongue, leads off with statement about product. American woman, Arlyne Gray, then translates.

Following the attention-getter, the Italian is spoken in moderate tones, while normal-level English message is put across by Miss Gray.

Three one-minute commercials in this vein were filmed for Ronzoni and Mogul by Film Creations, Inc., New York. ★ ★ ★

P.S.

**See:** Are women going out of style?  
**Issue:** 14 May 1956, page 41  
**Subject:** Grey ladies vital part of advertising agency

For those who say that women are, have been or will be on the way out of the industry, SPONSOR cites recent Grey Advertising quinquennial celebration as evidence to the contrary.

Of 22 employees feted for five or more years of service with the New York shop, seven—almost one-third—were women.

The ladies share a total of 55 years and 10 months' experience at Grey, or 27% of the 206 years and four months racked up by group of 22 quinquennialists.

It is also interesting to note that of the 502 employees within the Grey Advertising fold, 203, or 41%, are women. And 43 female employees are executives. These 43 represent 9% of the 502 Grey employees and 21% of the 203 women working at the agency. ★ ★ ★





## **SURE IT'S THE SAME PICTURE...**

*BUT IT'S THE SAME OLD STORY TOO!*

The Pacific Northwest explodes with more interest and excitement in the hydroplane race held on Seattle's Lake Washington every summer than in any other single event. And the spectacle annually proves KING-TV's dominance of the Seattle-Tacoma market.

More competitive than the race itself is the battle of the two television channels covering the event to win the audience ratings.

The only thing consistent about the finish of the big race among the world's fastest powerboats is that KING-TV always clobbers the competition. The picture and story are the same again this year.

According to ARB, KING-TV had more than two out of every three viewers. The station "lapped" the opposition with 69 per cent of the audience tuned to Channel 5.

Month after month, year after year, KING-TV is top-rated in the booming Pacific Northwest—morning, noon and night. Check any rating. Channel 5's coverage of the annual hydroplane race is just another example of KING-TV's unrivaled local acceptance.

*Average Telepulse rating for duplicate coverage of Gold Cup race, Seattle, August 5, 1956*

**Channel 5 (KING-TV) 43.15**

**Second Seattle Station 20.27**

**FIRST IN SEATTLE**

**KING-TV**

*Channel 5 • ABC 100,000 Watts  
Ask your BLAIR TV Man*

*Otto Brandt, Vice President and General Manager*

## LAUNDRY

SPONSOR: Shepherd Laundries

AGENCY: Ben Woodhead

**CAPSULE CASE HISTORY:** *Since January, 1956, when they began sponsoring Dr. Hudson's Secret Journal with the Coburn Supply Co., Shepherd Laundries has found that the show has increased business. Says W. S. Shepherd, v.p. of the firm: "On the tv screen we were able to show how much clothing our storage box could hold and this service proved so popular that our storage vaults, though quite commodious, were almost breaking at the seams." A free map offer, too, drew over 2,000 requests.*

KFDM-TV, Beaumont, Tex.

PROGRAM: Dr. Hudson's  
Secret Journal



**TV  
results**

## CARS

SPONSOR: Lockhart-Collins Nash

AGENCY: Direct

**CAPSULE CASE HISTORY:** *To launch this newly-established Nash agency, company hosted Circle Four Ramblers this summer. After a six-week period, a tab showed 500 potential customers gained as direct result of the show. During this time, firm sold 25 new Nash and Hudson automobiles, 23 of which were traced to Ramblers. Show is a weekly western musical devoted to songs of the sage country and religious hymns. Cost is \$725.*

KBST-TV, Big Spring, Tex.

PROGRAM: Participations

## BANK

SPONSOR: Depositors Trust Co.

AGENCY: Direct

**CAPSULE CASE HISTORY:** *In order to promote checking accounts at its 18 offices throughout Maine, this bank placed a four-month campaign on the station at cost of \$3,000. Show was the 15-minute 6:00 O'clock News, hosted Monday and Friday by Depositors Trust. Said W. S. Roberts, Jr. of the bank, "Many people requested the new type of checking account that they had heard of over the television station. Many times you cannot pinpoint the results of advertising, but we feel we can."*

WMTW-TV, Poland Springs, Me. PROGRAM: 6:00 O'clock News

## MILK

SPONSOR: Farmers Milk

AGENCY: Pacific National

**CAPSULE CASE HISTORY:** *Television brought a 20% sales increase in a six-month period to Farmers Milk of Portland, Ore. Using 40 announcements per month (10-seconds each), a weather forecast station-break, this dairy company, through KPTV and its agency, realized 20% increase in sales and a substantial distribution hike. Increase was particularly gratifying in light of the fact that this was usually a slow time for cold beverage sales.*

KPTV, Portland, Ore.

PROGRAM: Announcements

## FOOD MIXES

SPONSOR: Gooch Milling Co.

AGENCY: Direct

**CAPSULE CASE HISTORY:** *In a five-week period, Gooch Milling Company received 308 requests for offerings devised to boost sales of its flour, bread and pancake mixes, as well as macaroni, noodles, etc. Offers included nylon hose and cookers, and were made via Creative Cooking, 3:00-3:30 p.m., Monday, Wednesday and Friday. In addition to increasing sales in the area, program placed first among 22 stations in drawing requests.*

KOLN-TV, Lincoln, Neb.

PROGRAM: Participations

## SHOES

SPONSOR: Hill Brothers Shoe Stores

AGENCY: Richard Lane

**CAPSULE CASE HISTORY:** *To introduce and promote a new method of shoe merchandising—a local chain of self-service shoe stores featuring two pairs of children's shoes for \$5—Hill Brothers bought a total of five experimental announcements to run one day a week on hour-long, Monday-through-Friday Whizzo's Wonderland. During first week, more than 1,000 customers had mentioned show. Results: addition of four stores and increased schedule.*

KMBC-TV, Kansas City, Mo.

PROGRAM: Participations

## FARM MACHINERY

SPONSOR: Burk Implement Co.

AGENCY: Direct

**CAPSULE CASE HISTORY:** *This Cooperstown, N. D., farm machinery firm scheduled a Saturday and Sunday campaign of two one-minute announcements on the station. Commercials highlighted an offer to accept small grain combines towards larger models, terms available for financing. On the Monday following their airing, announcements drew over \$9,000 worth of used grain combines. Burk Implement is over 55 miles from station.*

KXJB-TV, Valley City, N.D.

PROGRAM: Announcements





***Move over, Harold. Make room, Harry.***  
***— I've made a mistake too!***

I'm the guy who wrote the copy for the WCCO Television ad in the August 13 Broadcasting-Telecasting, and the August 20 Sponsor. It contained a real dandy error: Said WCCO Television averaged 97% more viewers per quarter-hour, day and night, than any other Minneapolis-St. Paul television station. Quoted NSI, June, 1956, as the source.

That 97% was a mistake. It should be 47%. So I'm setting the record straight, apologizing, and shouldering the blame.

Actually, WCCO Television has 47% more viewers per average quarter hour than the second station in the Minneapolis-St. Paul market; 261% more than the third station; 934% more than the fourth. That's what Nielsen really says.

August was the month of mighty mistakes. Harry Truman's. Harold Stassen's. And mine.

*Gene Host*  
WCCO Television

*CBS Television for the Northwest*  
**WCCO television**  
MINNEAPOLIS - ST. PAUL  
Represented by Peters, Griffin & Woodward

# SPONSOR Asks...

a forum on questions of current interest  
to air advertisers and their agencies

## How much of a factor will television be in electing our next president



Elmo Roper  
Partner  
Elmo Roper & Associates, N.Y.

### INTELLIGENT USE WILL AID

● I think no one can seriously doubt that television will have a very considerable influence in the forthcoming Presidential campaign. It has already been shown to have a very tremendous impact in selling things and ideas as well as personalities.

For the first time people can see what the candidates look like when they utter their campaign appeals and what the men who are making speeches for the candidates look like.

This year, for many people, there will be a special interest in watching politics on the television screen. Even if the Republicans and the Democrats were agreed that the President's health was not a proper campaign issue, the people themselves have already shown by public opinion surveys that they regard it as an issue. The President himself has made it so by meticulously reporting on his health after his two recent attacks. People will want to see how he looks on television as the campaign progresses.

I think both political parties would be well advised to think very carefully before they pre-empt time on all the channels. Television has become an important part of our household, and

some people will resent it if they can't get their quiz shows or murder mysteries or baseball games or whatever. To have a political program on all networks is not to insure a "captive audience;" it may insure an audience in which one out of 10 or one out of 40 listeners, with no really strong political convictions, will decide to vote for the party that irritated them least on television.

In other words, I think the intelligent use of television will aid the political parties this year, but care needs to be taken not to deprive people of their normal choice of television viewing.



Samuel Lubell\*

### NO PARTICULAR EFFECT

● I don't think television will have any particular effect in electing the next President. Most people will be voting in the main on economic issues, on how they feel about Eisenhower's role in ending the Korean War and on how they feel about the two parties.

\*Ed. Note: During the past few years, Samuel Lubell has established himself as a leading political analyst in the U.S. His technique has been to go to the voters directly to find out whom they will be voting for—and why. He is the author of such works as *The Future of American Politics* (1952), *The Revolution in World Trade* (1954), *The Revolt of the Moderates* (1956), published by Harper & Brothers. At present, he is circuiting throughout the country to determine how the public views the upcoming Presidential election. While polling in Cincinnati, Lubell gave the following statement to SPONSOR.

These attitudes aren't likely to be changed much by any form of campaigning, including television.



John Elliott, Jr.  
V.p., BBDO, N.Y.

### WILL DETERMINE MARGIN

● If by this question you mean how much will television as a *medium* affect the people's choice, I would say "relatively very little." A person's political beliefs are built up over a long period. Many things such as heritage and environment and his own present welfare influence them. Personally, I think the vast majority of the public decides its vote before the six-week period of intensive bombast begins every fourth year.

If by this question you mean how much will the candidates' different *use* of television decide which one will win, I don't believe that this will be a vital factor any more than it was in 1952.

If by this question you mean how much will television affect the margin by which the candidate will be elected, then I think that television will have a definite influence. That margin is important because it will have an effect on congressional and local elections. Television is the most important vehicle for campaigning today, and every effort must be made for effectiveness.





Lloyd G. Whitebrook  
V.p., Director and Member of the  
Executive Committee  
Kastor, Farrell, Chesley & Clifford, N.Y.

#### YOU CAN REACH INDEPENDENTS

● This Presidential campaign offers the young television medium an opportunity to leap through adolescence to voting age, and I predict it will.

Furthermore, like any, virile young buck come of age, it will use good judgment at odd moments and commit seemingly unpardonable excesses at others.

This year, political parties will use television at a rate of expenditure many times the size of the largest advertisers currently employing the medium. The ability of the medium to present a candidate—no matter where he is located physically—into the livingroom of the average citizen is an awesome thing. Normally, a candidate giving a speech at a rally, meeting or such, is talking, in effect, to himself. By that it is meant that he is talking to partisans; all he has to do is step up enthusiasm. But quite conversely, on television, he may well be talking informally with an independent or someone belonging to the opposing party.

There is no question that in the past television has played an important role in politics, but primarily this has been on a state level. Many observers credit the upset election victories of Governor Meyner of New Jersey and Governor Leader in Pennsylvania to their unusual use of television.

This year, the people are going to have an opportunity to "dispassionately" observe the political scene and presumably come to a conclusion based on the facts. It is in this area that I feel that the medium of television will be the deciding factor in determining how a person judges the candidates who are presented to him. ★ ★ ★

1170 on your dial



The right combination  
to sell over . . .

3 thousand New Families\*

Yearly  
In OKLAHOMA'S  
No. 1 Market



Where \$481,893,432 was spent  
at retail establishments last year!\*

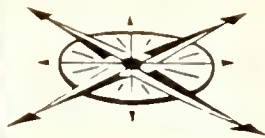
When more than three thousand families each year start "keeping up with the Joneses" in one of the richest (per capita) markets in the nation . . . you can be sure you will *sell* them . . . particularly when you use their favorite combination — KVOO RADIO and KVOO-TV . . . THE stations in THE Oklahoma market.

Call Blair-TV or Petry-RADIO for specific details.

\*Research Department,  
Tulsa Chamber of Commerce



# round-up



## Memphis agency caters strictly to radio advertisers



Time & Copy's Jan Gardner & Ruth Taylor

Two young ladies from Memphis, Jan Gardner and Ruth Taylor, have joined with Bailey Campbell, also of Memphis, to form Time & Copy, an agency devoted exclusively to radio advertisers.

Launched in May of this year, Time

& Copy maintains offices at 2114 Union Ave., Memphis, where it serves an active account list of 16 clients. Says Taylor, "The agency's acceptance has been enthusiastic. Stations in the southern market which we serve realize that we are selling not only specific stations but the entire medium of radio in general."

Miss Gardner adds, "Stations are more merchandising-minded than ever and they're backing up their sales to us with long-range merchandising programs for our clients. So, actually, because they are using radio, our clients are getting advertising via other media—bus cards, billboards, direct mail, backs of cabs at little or no extra cost." ★ ★ ★

## WRCA Radio-TV aims to distribute 10,000,000 cookbooks

Over 5,000 supermarkets in the New York metropolitan area are currently selling WRCA and WRCA-TV cookbooks at 29c a copy. Each week, for 24 weeks, a different cookbook will be advertised over the stations.

The entire roster of WRCA and WRCA-TV stars are promoting the campaign on the air and by making personal appearances in the participating stores. Methods of preparing the recipes will be demonstrated by Josie McCarthy during the cooking segments

of the *Tex and Jinx Show*.

Goal of the stations is to move 10,000,000 cookbooks into kitchens in the New York area, according to Max E. Buek, director of advertising, merchandising and promotion for WRCA and WRCA-TV.

Participating stores include A & P Super Markets, Food Fair Super Markets, Grand Union Super Markets, Aeme Super Markets and Bohack Super Markets. ★ ★ ★

## Stuck for a tv demonstration approach? New book has tips

How can you demonstrate parental love, hunger, texture, insect repellent or security in a tv commercial? Next time before you start scratching your head for the answers you might first thumb through Schwerin Research Corp.'s newly published *Thesaurus of Tv Demonstration Devices*.

The Schwerin Thesaurus lists over 100 qualities and characteristics of products and people, along with examples of how they have been demon-

strated on tv commercials shown in England, Canada and the United States. Example: Adhesiveness, the book points out, was demonstrated with a Band-Aid stuck to an egg dipped into boiling water. The collection, in most cases, cites more than one example of how a particular quality has been demonstrated.

The Thesaurus is intended to suggest new approaches and help avoid trite ones. It's available at \$10.00 a copy. ★ ★ ★

## Hurricanes prompt WTAG to publish Storm Procedure

Reversing the old bromide that nobody seems to do anything about the weather, WTAG, Worcester, Mass., has published a booklet for the use of its news staff titled *Storm Procedure*.

Written by WTAG's community service director, Andy Fuller, the 17-page book explains each staff member's duties in the event of tornadoes, hurricanes, floods or blizzards. The book was prompted by recent stormy years that have left their scars on the New England area. In the beginning of the book Fuller explains that the station has settled into two main storm functions. "1. A place for the reception, and then rebroadcast, of emergency announcements. 2. A place where people phone to get information." ★ ★ ★

## Elvis Presley in surprise visit to WNOE, New Orleans

Elvis Presley, Rock and Roll's man of the hour—the controversial young man with the rhythmic pelvis, the sideburns, bushy mane and substantial bank account, drove his Cadillac Eldorado in a surprise visit to WNOE, New Orleans. Said Presley "I'm not engaged, I'm not married, and I have no plans along these lines for the immediate future."

He made the statement during an unpaid personal appearance.

WNOE's R-and-R fans couldn't believe their ears. Disk jockey Jim Stewart had promised his listeners a telephone interview with a Biloxi, Mississippi girl, rumored to be engaged to Presley. Thirty minutes before the scheduled interview, already recorded, Elvis, himself, red sport coat, silk shirt, shantung trousers and white shoes, walked into the studio. With him was the girl of the rumors, Miss Juanico, who, by the way, agreed with Presley: They weren't engaged though they had dated for about a year.

Between interviews, the friendly rock-and-roll king fortified himself by eating nearly half a two-pound box of chocolates, and licked a lump of sugar.

Before he left the station, he took time to sign autographs in answer to a telephoned request from the youngsters in the polio ward at New Orleans' Charity Hospital.

Some other frank Presley observa-



tions: "Regardless of who you are or what you do, there are going to be people who don't like you. Jesus Christ was a perfect man and they crucified him."

"... Those people using the same style as I am ... I don't blame them. I'd probably jump on the bandwagon, too."

"As long as it (Rock and Roll) lasts, as long as it sells, as long as people want it. I'll continue. If it dies out, I'll try to do something else. And, if that doesn't work, I'll just say I had my day." ★ ★ ★

### Briefly . . .

WILY, Pittsburgh, is no longer keeping its opinions to itself according to Ernie Tannen, v.p. & general manager who will henceforth "speak out on general issues, just as the newspapers do." Editorial copy will be produced jointly by Tannen, WILY news editor Russ Russell and other members of the WILY program staff.

WILK-TV, Wilkes-Barre, claims to be the first station in the world to break the million-watt barrier with 1,500,000 watts effective radiated power. . . . WBAP-TV, Fort Worth-Dallas, goes into its ninth year the first week in October . . . WJAG, Norfolk, Nebraska, continued a worthy public service and attracted considerable attention with its sixth annual State Fair Caravan. Station transported 10 busloads of listeners for a 250-mile round-trip to help ease traffic. Buses and riders bore bright WJAG identification.

*Ford Doctor* a film commercial by Storyboard, Inc., New York, for the Southern California Ford Dealers Association won first prize at the 3rd International Advertising Film Festival held in Cannes, France. . . .

Week of 7 October will see commencement of the 19th annual convention of the Western Region of the 4 A's to be held in Los Angeles. . . .

A new booklet called *How to Use Television* has been published by NARTB for the benefit of viewers. Written by educator and psychologist Dr. Robert M. Goldenson, the book attempts to show how television can stimulate a family's interests and lead them in new directions.

(Please turn to page 118)

## Detroit Votes for WWJ-TV



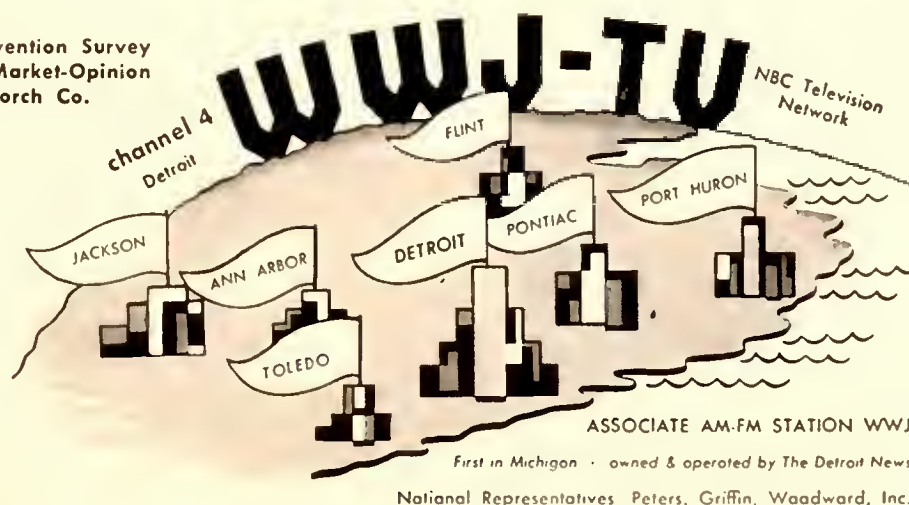
All three of Detroit's network-affiliated stations carried the National Political Conventions. And—WWJ-TV was clearly the People's Choice.

**13.5% more people watched WWJ-TV than watched Convention Station B.\***

**33.3% more people watched WWJ-TV than watched Convention Station C.\***

This preference for Michigan's First Television Station was no accident. The combination of WWJ-TV's reputation for thoroughness and believability and NBC-TV's splendid coverage was unbeatable.

\*Convention Survey  
by Market-Opinion  
Research Co.



National Representatives Peters, Griffin, Woodward, Inc.



## Saga of the Successful SAUSAGE



Not long ago GABEL'S RANCH HOUSE, processor of meat products, selected KTVX as the medium to introduce a new product. Here's what Mr. Gabel says: "We have done considerable advertising through various means and have been given good results, but all of the times that we have advertised, this (program on KTVX) takes the 'spot-light'. We were introducing a new product, and results are still coming in."\*

**EDITOR'S NOTE:** When regional advertisers in Eastern Oklahoma want to reach Oklahoma's biggest market they KNOW they'll get results on KTVX.

You, too, can reach more potential buyers, at less cost on the truly regional TV station . . . KTVX.

\*Letter on file in our office.

Ask Your  
AVERY-KNODEL Representative



MIKE SHAPIRO  
Managing Director  
L. A. (Bud) BLUST  
Manager

Continued  
from  
page 10

## AGENCY AD LIBS



in with a few scraps of paper and a wild look in his eye. He describes a show he has for sale. This epic includes Alvis Crossley, a 32-piece band, a damsel-type singer, a script writer who once met Jimmy Durante, and Trumbull Evan, the well known director-producer whose last efforts at Skowhegan met with thunderous acclaim. The networks 'want this show bad,' he maintains fervently, if ungrammatically.

"You get excited. You get your *client* excited. You agree it's for you. At this point two legitimate businesses (the client's and ours) get to work. Prepare a contract! Bulletin the sales force! Pull in the brand men for budget allocations! Contact the trade! Ah! Then the roof falls in!

"The agent, it turns out, only *thought* he had Alvis . . . or hoped he could get him to agree if an offer were made. Negotiations must begin *now*; the price therefore doubles. The 32-piece band shrinks to 16 *sans* singer. The writer is on a three-month binge and Trumbull Evan has gone to Oberammergau.

"So you do your best to come up with a similar vehicle, network produced and of course your lawyers and theirs have so many bones of contention that neither time nor show contract is signed until the program has run its course—a full 52 weeks hence!

"You call this a business!," snorted "Bull" Head.

"Nossir," said the copy writers in unison.

★ ★ ★

### Have you read these recent Foreman columns?

What politicians can learn from ballplayers	17 Sep. 1956
The sponsor's lot is not a happy one	3 Sep. 1956
Window on disaster: tv and the Andrea Doria	20 Aug. 1956
Competitive situations plague tv slottings	6 Aug. 1956
Hjalmar Pickrel rides again roughshod	23 July 1956
Capitalizing on copy via discipline	9 July 1956
Hal March over Prince Valiant by TKO	25 June 1956
What's hot for movies may not fit tv	11 June 1956
A bleak look at the "ha-ha sell"	28 May 1956
The agency tv man: biography of a target	14 May 1956
Green is my pasture: views on job-hopping	30 Apr. 1956
Don't judge a commercial by recall alone	16 Apr. 1956
Audience composition non-Nielsen style	2 Apr. 1956
Ratings have limitations, but . . .	19 Mar. 1956
Ideal adman is in agency, not bestseller	5 Mar. 1956
Will lawyers be admen of the future?	20 Feb. 1956
Admen walk to bank through vale of tears	6 Feb. 1956
High tv ratings can be a worry, too	23 Jan. 1956
Is the half-hour television show passé	9 Jan. 1956





# higher higher higher

**WTIX continues to increase its audience  
... still in first place all day long, by a big margin in  
New Orleans, a city with 11 radio stations.**

With each passing day WTIX upward growth goes on. 22.7%  
of the average morning audience dials WTIX.  
Of 220 weekly quarter hours, 170 (a new high) belong to  
WTIX, which also has 40 2nd place quarters, 10 thirds . . . and not a  
single one lower!\* WTIX is the only New Orleans radio station show-  
ing consistent share gains. This continuing trend in listening is  
accompanied by a growing trend in time-buying as more and  
more advertisers discover the pulling power of *The Storz Stations'*  
news, music, and ideas. Every moment's a good moment on WTIX.  
Spend a moment with Adam Young, or WTIX General Manager,  
Fred Berthelson.

\*Hooper Continuing Measurement of Broadcast Audience,  
April-June, 1956.

## **"The Storz Stations"**

President: Todd Storz

*the new*  
**WTIX**

New Orleans 16, La.

**WDGY**  
Minneapolis-St. Paul

**WHB**  
Kansas City

**WQAM**  
Miami

**KOWH**  
Omaha

**WTIX**  
New Orleans

Represented by John Blair & Co.

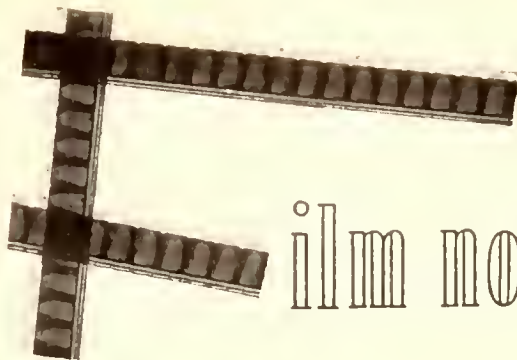
Represented by Adam Young, Inc.



Just 72 minutes...from there to here...







## ilm notes and trends

News while it's news means split-second schedules, schedules you must meet. A dignitary arrives at an airport far from the heart of town . . . with minutes to go until the time. You're always in a hurry.

Anyway—it's easy . . . inexpensive, too . . . provided you work out your schedules and . . . **USE EASTMAN TRI-X FILM.**

For complete information—what film to use, latest processing techniques—write to:

Motion Picture Film Department  
**EASTMAN KODAK COMPANY**  
Rochester 4, N. Y.

**East Coast Division**  
342 Madison Ave., New York 17, N. Y.

**Midwest Division**  
137 North Wabash Ave., Chicago 2, Ill.

**West Coast Division**  
6706 Santa Monica Blvd.,  
Hollywood 38, Calif.

or **W. J. GERMAN, Inc.**  
Agents for the sale and distribution of  
Eastman Professional Motion Picture Film,  
Port Lee, N.J.; Chicago, Ill.; Hollywood, Calif.

... it's been done with **EASTMAN TRI-X!** Shot at 5:20 PM, La Guardia Airport . . . rushed to New York . . . processed (twice as fast as Super XX Reversal Film) . . . on the air by 6:32 PM.

**Two weeks** from today, 102 tv stations will join to form the NTA Film Network, fourth television web in the U.S. Included will be stations owned by the *New York Daily News*, *Chicago Tribune*, *Los Angeles Times*, Crowell-Collier Publishing Co., Meredith Publishing Co., Taft family interests and other multi-media organizations. Among the major markets to be covered by NTA Film Network are the following: Baltimore, Columbus, Dallas-Ft. Worth; Denver, Detroit, Houston, Indianapolis and Kansas City. Celluloid programing will be augmented by live coverage of sports features and other special events.

Eli Landau, president of the parent organization, National Telefilm Associates, reports that the film policy of the non-interconnected group will feature guaranteed time clearances for advertisers. Thus far, the network claims to be the only one to offer half-hour, hour and 90-minute film programing with guaranteed time clearances in advance. Present plans call for 10 half-hour programs per week for affiliates in 1957-8. Initial net telecasting will be an hour-and-a-half.

**Number of** major producers and distributors of tv film increased by 5% from spring 1955 to fall. Information is advanced in Broadcast Information Bureau's Fall-Winter Edition of *Tv Who's Who and What's Where*. Bureau lists 88 majors at present, whereas there were 84 at its last tab. Those producing film for tv in a limited fashion number 393. There were 365 of these listed in the previous edition.

**Screencraft's** *Judge Roy Bean* and *Mickey Rooney Show* now share a total of 75 sales between them. Total was recently racked up by three sales apiece in five markets. *Judge*, with over 60 markets, has added Denver, Salinas, Shreveport to its coverage list. *Rooney*, on the market less than two months, claims Denver, Santa Barbara, San Francisco as most recent areas.

**For golf enthusiasts**, a nine-hole playoff match each week is the promise of Theatrical Enterprises, which recently began production on a series of half-hour films featuring playoff matches between top golfers. Series was created by Golf With The Champions, Inc. and will be produced via Greenspan-Hammerstein Productions, Inc. Latter outfit was behind *Greatest Moments in Sports* album for Columbia Records in conjunction with Gillette Father's Day sales drive.

**We sense** a certain United Nations flavor entering into the Ronzoni Food Products commercials which debut for company's fall campaign tomorrow. Novel bi-lingual treatment was originated by Emil Mogul Agency and executed in film form by Film Creations, Inc. For details on the drive, see P.S., page 84.

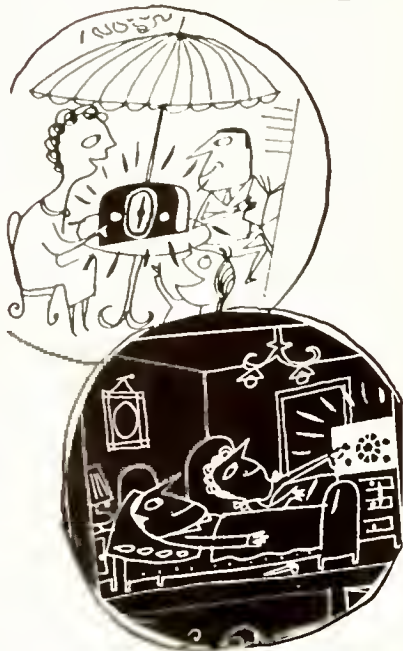
**Albert Gommi**, president of Albert Gommi Studios, states: "About 20 years ago in the still photography field, everyone was filming everything. During the war, a group of specialists emerged. Television film, I believe, although still in the unspecialized stages, is fast approaching the age of specialization." With this in mind, Gommi Studios, still photographers of food products, launched its subsidiary, Gommi-Tv on 22 August 1956. In the 35 mm field, Gommi also concentrates on the culinary. To date, firm has completed commercials for Borden's through Benton & Bowles and for Swans Down Cake Mixes (General Foods) via Young & Rubicam. Upcoming is work for National Association of Margarine Manufacturers through Amberson Associates.

**Animation, Inc.** reports it's no longer necessary to reshoot black-and-white subjects for color commercials. Instead, color conversions can be made directly from the original negatives for less than one per cent of cost of original films. ★ ★ ★



# RADIO SELLS

no matter  
when  
people are  
listening!



## Politz finds...\*

...that it is necessary to discard the old image of RADIO as people massed alongside their sets. A SUBSTANTIAL amount of listening goes on virtually ALL THE TIME in each of a variety of places outside the home as well as in it.

In Southern New England—where family retail sales are 9% above U. S. average—34.1% of all adult listeners are listening before 7 A. M. And almost EIGHT TIMES as many are listening to WTIC as to any other station serving the area.

\* Alfred Politz Research, Inc.  
For complete information on this rich Southern New England Market...

call **CHRISTAL**

or write directly to



**WTIC**  
HARTFORD  
CONNECTICUT

Continued  
from  
page 22

## SPONSOR BACKSTAGE



USA, which is the name for the C&C Television Corporation package of RKO feature films, not only urged station owners and managers to make deals on a barter basis for his RKO product, but said:

"... I heartily recommend that you acquire these (... all major product available) pictures for your station by contacting Ralph Cohn of Screen Gems for Columbia features, Bud Barry of MGM for their fabulous library of features, Eliot Hyman of Associated for the wonderful Warner library, Ely Landau of NTA for 52 Fox Pictures, and Erwin Ezzes of C & C Television Corporation for the RKO library. ..."

I have yet to see NBC push CBS and ABC programs, or Ziv tout the product of MCA-TV or Walter Schwimmer. But with the feature film fellows things are different. The aforementioned Mr. Fox's deal on the RKO pictures is well known. Stations swap spot time to be used by International Latex over a five-year period for all or part of the RKO library, which they can use for 10 years.

In some 40 smaller markets, stations get 800 items in the National Telefilm Associates library (heart of which is 52 20th Century Fox films like "Lifeboat," "How Green Was My Valley," and "The Ox-Bow Incident," for two hours of the station's time. In making a deal with the Westinghouse stations, Eliot Hyman of Associated delivered American Character Doll Co. and Remco Electronics Toys (both through Webb Associates of New York) as sponsors of the Popeye cartoon portion of the package.

It is simply impossible for any single observer to keep up with the thousand and one variations, the incredibly imaginative and complex deals stations are currently making for feature film product. As suggested above, however, these deals foreshadow similar trading on the part of advertisers and agencies in the sponsorship of programs built around this feature film product.

How urgently should sponsors rush into the situation? Well, that's hard to say. The avalanche of advertising on the part of the feature film distributors described in these previous lines indicates that all stops are being pulled out to sell the maximum number of stations, the greatest possible number of major feature film libraries in the shortest space of time. So I guess it behooves agencies and their clients to start exploring now.

But on the other hand the fun is just beginning. All that fine product now available out of all those great studios, estimated to have cost about \$200,000,000,000 to produce, is, of course, *pre-1918* film. I am predicting right now that before this year is out some *post-1918* product will hit the tv market (union problems notwithstanding), and then . . . . wooooee!! Aren't you kind of glad you don't own a neighborhood movie theater?

★★★



# Community Communications Center!

By John Pepper and Bert Ferguson



Have you ever thought of a radio station as a communications center, around which revolve all social, religious, economical, welfare, and civic activities of an entire community? Well, WDIA is that center, from which emanates the centrifugal force that motivates many of the functions in these organizations and mobilizes 43% of the population of the Memphis area—which is Negro!

WDIA operates exclusively for the Negroes in the Memphis area, who comprise the largest single segment of colored population in America. WDIA regulates its complete round-the-clock schedule to the interests of the Negro community—and has a reputation for civic betterment in inter-racial relationship.

## Built On Service

The establishment of WDIA as a communications center was possible through one, and only one, fundamental—service! WDIA serves Memphis Negroes individually and en masse. Stars and staffs of, "Glory Train," "Hallelujah Jubilee," "Gospel Clock," and all denominational programs, announce choir practice, raise building funds for new structures, and aggregate large audiences for church socials. In affairs of a strictly social nature, WDIA uses its women's programs and news shows to publicize parties, club meetings, and receptions. Through this channel, WDIA maintains excellent public relations with Negro home-makers, who are the consumer-buyers of a high percentage of all groceries, drugs, and soft goods sold in Memphis.

In addition, WDIA strengthens station-community relations by fostering all important promotions and charity events, from sorority dances to chattering suppers. Consequently, these associations contribute handsomely to benevolent causes and civic projects,

which, frequently, combine, as in the foundation of a school-transportation system for Crippled Negro Children. They, also, co-operate with City Welfare Agencies . . . and support, with fantastic attendance, WDIA Benefits.

## Humor To Pathos

Most Negroes are simple, direct, and personal in their reactions. That's why they turn to WDIA as the answer to their individual problems. Hundreds of Negroes call weekly, to enlist the aid of WDIA in the solution of these misfortunes, which vacillate between humor and pathos. WDIA centralizes these cases in a department, under the direction of Marie Wathen, who received the 1952 Citizens Committee Award for her contribution to Inter-Racial Goodwill—the Memphis Urban League Certificate of Merit, in 1950, for outstanding service in promoting racial understanding—and the 1950 Commercial Appeal Plaque for distinguished service to the community in the field of Journalism.

Mrs. Wathen interviews and interrogates callers, then processes the requests. She routes hundreds to the Lost-And-Found Department, where WDIA announcers solicit, over the air, the return of articles, ranging from billfolds and false teeth to red mules and blue tick hounds! . . . yes, and children, too! There was the three year old boy, who wandered from his home on Beale—to be located by WDIA listeners. And the fifteen year old girl, who ran away from Manassas High School—only to receive a firm lecture from a WDIA Star, along with a plea to rejoin her family. This personalized service may extend to contacting relatives for a funeral—and, thereby, reuniting many families, who have been separated for years, due to their inherent reluctance to read and write. Or to securing blood donors to save a life. Whatever the need, individual or collective, WDIA meets it!

## Economic Force

You can understand why Memphis area Negroes respond to WDIA with overwhelming acceptance—why they consider WDIA their own station—why they, annually, buy a quarter of a billion dollars worth of products, recommended by WDIA stars. These include:

**Pet Milk . . . Golden Peacock  
Creme . . . Blue Plate Foods . .  
Sal Hepatica . . Colgate Dental  
Cream . . Folger Coffee.**

If you are a manufacturer, wholesaler, or retailer of grocery products, con-

sider these figures. The Negroes of Memphis purchase over 64% of all flour sold in Memphis—68% of all the canned milk—more than half the mayonnaise—and various other items, which run up as high as 80%. If you are a drug dealer, study these rates. Memphis Negroes buy more than 58% of all laxatives sold—almost 56% of the deodorants—half of the chest rubs and about the same amount of toothpaste, to name a few of the high percentage sellers. WDIA is responsible, in no small measure, for these high sales records.

In moving South, industry has placed on the payroll Memphis' heavily-concentrated Negro population, at a composite salary, exceeding 250 Million dollars. That means Memphis Negroes have the highest, per capita income, relative to white, of any Negroes in the nation. They earn it—they spend it—in Memphis! The temperament and the background of most of those Negroes give them a willingness to enjoy the present to the utmost, for the future is uncertain. Therefore, it is their nature to spend, in order to enjoy. Now, added to that tendency, there is a fierce racial pride and ambition to elevate their standard of living to equal their earning power. They turn to WDIA for advice on how to spend and what to buy. Stars on WDIA, who are their idols and their leaders, directly influence the sales of the major portion of a quarter-billion dollars worth of merchandise, yearly.

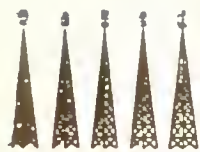
Memphis has the market! WDIA is the medium! If you want buying action, you want WDIA! With its 50,000 watt coverage, its popular Stars, its ramifications as a community communications center, WDIA can sell your brand of products in a fabulous volume to this specialized market. Drop a note, on your letterhead, for the specific information, dealing with your line. Mention, also, that you would like a bound copy of, "The Story Of WDIA."

WDIA is represented nationally by John E. Pearson Company.

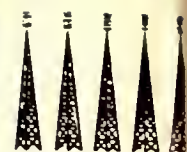
*John Pepper*  
JOHN PEPPER, President

*Bert Ferguson*  
BERT FERGUSON, General Manager

*Harold Walker*  
HAROLD WALKER, Commercial Manager



# NEW AND UPCOMING TV STATIONS



## I. New stations on air\*

CITY & STATE	CALL LETTERS	CHANNEL NO.	ON-AIR DATE	ERP (kw)** Visual	Antenna (ft)***	NET AFFILIATION	STNS. ON AIR	SETS IN MARKET† (000)	PERMITEE, MANAGER, REP
ELMIRA, N. Y.	WSYE-TV	18	10 Sept.	15.1	700		WTVE WSYR-TV	35	Central N. Y. Bstg. Corp.

## II. New construction permits\*

CITY & STATE	CALL LETTERS	CHANNEL NO.	DATE OF GRANT	ERP (kw)** Visual	Antenna (ft)***	STATIONS ON AIR	SETS IN MARKET† (000)	PERMITEE, MANAGER
ATHENS, GA.		8 <sup>3</sup>	8 Sept.	316	1219			Regents of the University System Georgia for the University of Georgia
COOS BAY, ORE.	KOOS	16	29 Aug.	20.5				KOOS Inc.
ROANOKE, IND.		21	5 Sept.	251	760			Sarkes Tarzian, Inc.

## III. New applications

CITY & STATE	CHANNEL NO.	DATE FILED	ERP (kw)** Visual	Antenna (ft)***	ESTIMATED COST	ESTIMATED 1ST YEAR OP. EXPENSE	TV STATIONS IN MARKET	APPLICANT, AM AFFILIATE†
AMARILLO, TEX.	7	15 Sept.	46	806	\$167,500	\$388,030	KFDA-TV KGNC-TV	Southwest States Inc.
DETROIT, MICH.	62	15 Sept.	252.68	408	\$871,539	\$264,000	WJBK-TV WTVS WWJ-TV WXYZ-TV CKLW-TV WBID-TV	Plaza Radio & Tv Co.

## BOX SCORE

U. S. stations on air	487
Markets covered	303

\*Both new e.p.'s and stations going on the air listed here are those which occurred between September 8 and September 15, 1956, or on which information could be obtained in that period. Stations are considered to be on the air when commercial operation starts. \*\*Effective radiated power. Aural power usually is one-half the visual power. \*\*\*Antenna height above average terrain (not above ground). †Information on the number of sets in markets where not designated as being from NBC Research, consists of estimates from the stations or reps and must be deemed approximate. ‡Data from NBC Research and Planning. NFA: No figures available at present. †On sets in market. ‡Community would support proposed lower-power station at least three years or until such time as it becomes self-sustaining. ‡Presently off air, but still retains C. ‡Non commercial. ‡Above ground.

## Brews a winner

Blatz Beer, number one seller in beer-wise Milwaukee, finds televised sports shows on WXIX keep sales hopping in this important market. Toasting WXIX's ability to draw customers, E. S. Jaques, Blatz Advertising Manager, says: "There is no question in our mind that the power and frequency of our television advertising on WXIX has been important in helping Blatz hold a strong grip on first place, as the largest-selling beer in Milwaukee." To add yeast to your sales, advertise on WXIX...a premium buy at low cost.



# WXIX

CBS Owned • Channel 19 • Milwaukee  
Represented by CBS Television Spot Sales





*thru the industrial south*



100,000 WATTS  
NBC & ABC

**tops in  
Power, Ratings, Audience**

R.G. Patterson, pres. Harry Stone, mgr. Geo. Moore, sales manager

**H-R Television Inc.** nat'l. rep.

STUDIOS 1214 Mc CALLIE AVE., CHATTANOOGA TENN

**WRGP-TV**  
c h a t t a n o o g a

## MARKETING SERVICES

(Continued from page 35)

automobile firm executive told SPONSOR that top agency men were in on remodeling and retooling plans, based on some agency research. "But fundamentally, that kind of a decision is made on a top level here and based on industry studies made by hired consultants and finally based on our own financial position," he said.

Is the agency the prime mover in such a decision, a contributing factor, or just the small weight that can throw the decision one way or the other? The costlier the product improvement or change, the more factors will go into the final decision, of course. But it is safe to say that few clients today would put a new product into production or change the old one, without consulting their agency marketing experts.

**Distribution:** For some types of products, distribution has taken on such fixed patterns, that the agencies play a minor role indeed. The ad managers of two gasoline companies active in tv and radio advertising total-

ly discounted the agencies' function in this area.

"Our agencies occasionally study our distribution patterns," said the ad manager of one gasoline giant. "But they don't attempt to recommend that we go into more stations in a particular area, for example. They use this distribution information to guide their advertising strategy for us."

But both gasoline executives agreed that the agency marketing research facilities were valuable in areas the client himself could not cover, such as quizzing motorists, which a station attendant, for example, can't do.

Said the advertising v.p. of a large cosmetics firm, with most of its budget in spot tv: "I've never gotten one valid distribution suggestion out of an agency. But I like to see their various services at work. It shows you that agency's thinking about your product."

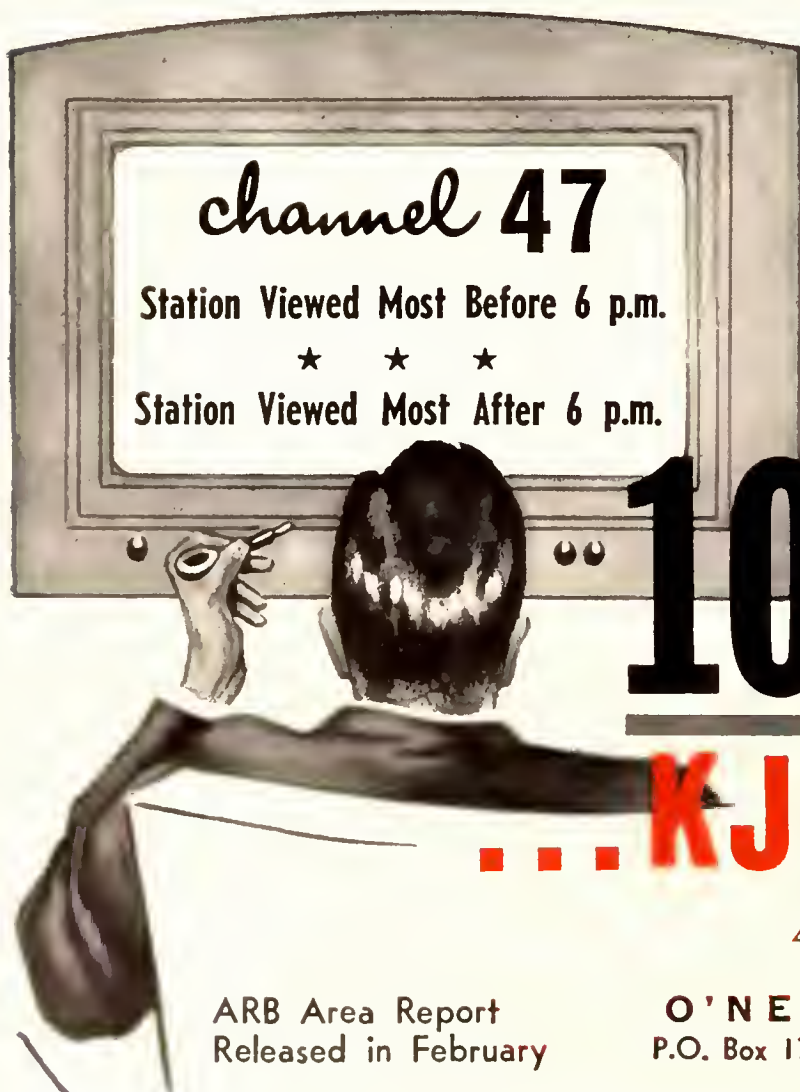
When distribution recommendations are considered from a broader point of view, however, more clients use agency suggestions. For example in such matters as educating dealers to push the product efficiently. There have been instances, drug client admen say, when

an agency study and recommendation moved a drug product into supermarkets, where it might previously have had drug store distribution only.

"Of course there's another area of 'distribution' where the agency has been very valuable to us," says the advertising director of a major package food company. "When we came out with a new product line, the agency selected certain matched test stores in a limited market to see in what product group and what shelf position the product would sell best."

Getting the best shelf space in the most important outlets, drug and food advertisers feel, is an area where the agency is vitally important. "The wrong emphasis in your distribution can throw your advertising campaign off," said the marketing director of a food giant. "Now, most of us have multi-million network tv shows behind our products. If the agency isn't equipped to understand components beyond creating and placing commercials that will sell, an agency might suggest dropping a program which didn't seem to sell for us, when another factor was actually at fault."

**San Joaquin Valley TV Families . . .**



# DO WHAT COMES NATURALLY

## Tune to **UHFTV** Stations!

# 100%

*of the Homes in this,  
the World's Richest Farm  
Market can receive...*

# ... **KJEO TV** channel 47

4600 ft. above sea level

175,000 TV Homes

ARB Area Report  
Released in February

**O'NEILL BROADCASTING COMPANY**  
P.O. Box 1708. Represented Nationally by the Branham Co. Fresno, Calif.



**Pricing:** Here again agency participation depends upon the product. Before Revlon launched its new lipstick case and built an entire series of costly tv commercials around it, it asked the agency to research the effects of a high regular price policy.

"For this Futurama price change, we had account men, merchandising and marketing people from the agency out among the trade to find out whether the lipstick would be easy to sell," says George Abrams, Revlon advertising director. "They came up with estimates of the expected sales increases resulting from the move, the competitive picture, public acceptance. Then, yesterday (mid-September) the agency gave the report in our copy session and the BBDO copy department will also guide its copy theme according to the findings of the research."

Summing up, the higher priced the product, the less likely the client is to want agency advice on price. The bigger the item, the more complicated the factors determining its pricing and generally price reflects manufacturing problems the agency can't alter or affect.

On the other hand, when he has a product that's traditionally subject to price promotions, (particularly drug items, though some package foods as well), the client welcomes agency research in the pricing field before he determines price and puts a costly tv, radio or print campaign behind it.

"A couple of years ago we knew that Hinds needed a new promotion," says Lehn & Fink ad manager, Emanuel Goren. "The agency marketing directors, sales promotion men and account executive worked with our own product manager on the idea of adding a dispenser to the package. We then wanted to know whether we should put the dispenser on the 49¢ bottle and charge 10¢ for it, or make it a 98¢ package of two 49¢ bottles plus a free dispenser."

McCann-Erickson was the agency that handled this research. From a list of stores provided by the client, McCann made up comparable, matched groups and put packages of the first type in half, of the second price in the other half.

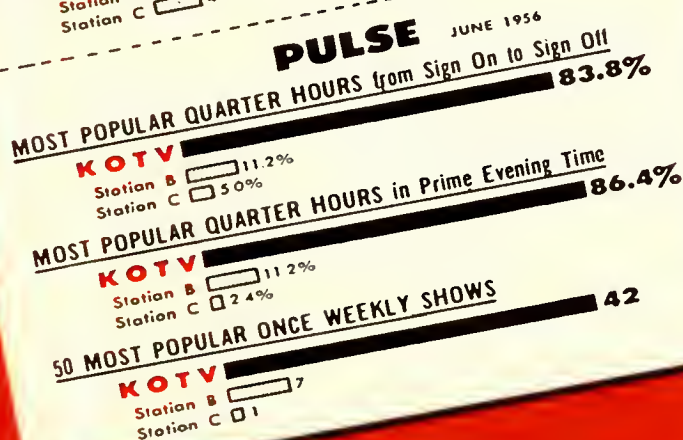
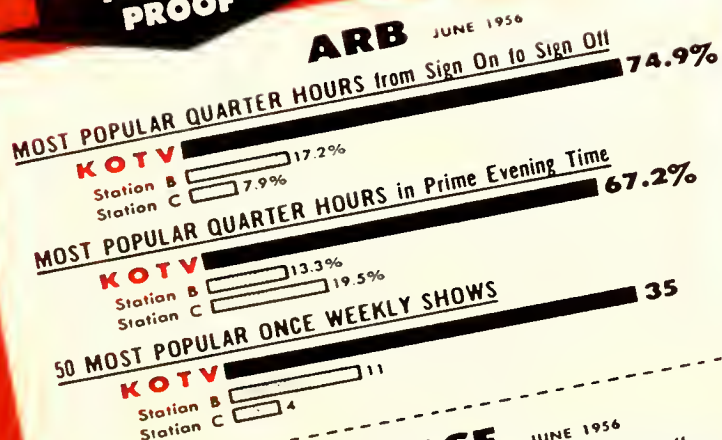
In the case of a P&G, Bristol-Myers, Lever Bros. and Colgate, the client has ample resources for making such trade or store tests himself to determine optimum price. Yet giant firms like these

**TULSA**  
Now the **43<sup>rd</sup>\***  
TELEVISION MARKET!

CBS report to FCC, June 1956  
Larger than Omaha, Denver, Oklahoma City, San Diego!

**KOTV** *Completely*  
**DOMINATES**  
the **43<sup>rd</sup>** Television Market!

**POSITIVE PROOF**



After more than six years of telecasting experience and almost two years of competition against two maximum power stations — KOTV Channel 6, is unquestionably Eastern Oklahoma's first and COMPLETELY DOMINANT TV station!!!

Represented by  
**Edward Petry & Co., Inc.**  
NEW YORK • CHICAGO • ATLANTA • BOSTON • LOS ANGELES • SAN FRANCISCO

**KOTV 6**  
*channel*  
**TULSA**



have their own market research people work with counterparts in the agency.

"Agency counsel is very helpful in that it provides an outside point of view," says Bristol-Myers advertising director Don Frost. (Last spring he initiated a study to evaluate agency remuneration in balance with services.) "Since these services are available, the sophisticated client uses them to the hilt. We've found that the agencies do a fine job in such marketing research projects."

And, of course, the large budget advertiser doesn't generally pay a fee for

such jobs. If it's a major research project, he may pay part of the expenses, but generally the agency absorbs a good chunk of the cost.

**Packaging:** Since the advent of tv, it has become increasingly predictable that agencies would play a major role in package counsel and design. The advertising director of a major tobacco firm sums up the reactions of an overwhelming majority of clients in all fields who use the air media:

"Even if a specialist outside the agency field designed the most mag-

nificent package for our product, we'd still rely on the agency for the final word. After all, what good's a slick package, if it doesn't come across on tv?"

In the tobacco industry alone, a number of new packages are obvious results of agency tv-testing, such as Marlboro and Salem, for instance. In fact, both of those packages were tested for color tv by the agency.

But virtually in every product area, clients do rely on agency packaging counsel. Even where gasolines are concerned, the agencies play a major role in helping redesign the standards and can labels. In those instances, too, how the label and standards will televise are a major consideration.

However, while clients generally like agency packaging testing, they often prefer hiring package designers to work out the package originally.

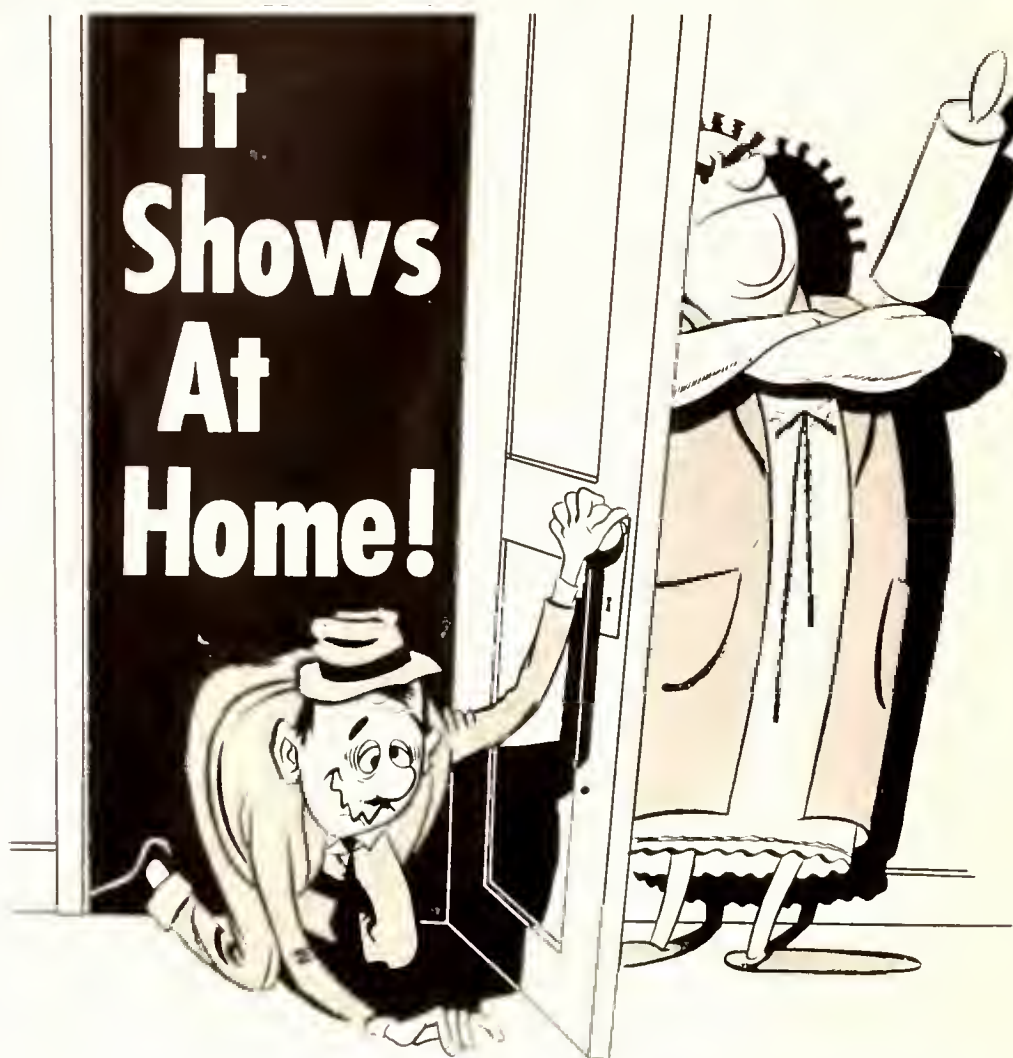
"The main reason we feel that way is the fact that production (creation of art for display material and package design) is one major area where agencies overcharge," says a drug firm executive. "This overcharge stems from the fact that the agency assigns such a job to a high-priced print lay-out artist, whereas the client can get a satisfactory cheaper job done by going to independent sources."

**Sales promotion:** Major agencies have been doing such an active job of sending field men out to call on the trade and retailers, many clients say that they consider these traveling agency-men an extension of their own organization.

"The agency people do a good job of working out displays and promotions with our retailers. Our salesmen alone wouldn't be enough, because they cover too large a territory and make infrequent visits to individual stores," says one drug company product manager.

On the other hand, many clients have been developing "traveling merchandising men," as Ronson has, for example. These men go around the country setting up displays, making in-store and radio-tv appearances and doing an all-around merchandising job. This does not mean that the client does not want the additional merchandising support and creative thought for sales promotion ideas that his agency can provide.

Only one of the clients interviewed



It's hard to keep secrets at home. And we're proud that more local advertisers spend more money on WREN than any other station.

Firms like Kansas Power and Light (17 years), Scott Motors, Ed Marlins, Capitol Federal Savings, Butterkrust Bread and Scotch Cleaners haven't missed steady programming in over five years. WREN dominates Topeka . . . offers you a husky bonus area in rich Eastern Kansas. See your John E. Pearson man for the facts.



GET ALL THE FACTS FROM  
YOUR JOHN E. PEARSON MAN



by SPONSOR felt that his company could do perfectly well without any of the additional services the agency provides beyond copy and media. A food manufacturer with a line that requires packaging fresh every day, he says:

"Our best source of marketing information is our own salesmen. They're in the stores every single day. They feed information to our marketing department, which, in turn, works out recommendations. Any agency research project would sound naive to us by comparison. But, I do think that the agencies are rendering unquestionable service to many other clients not set up like we are. Also, I not only don't mind their being staffed to do a marketing job, but I like it despite the fact that we don't use the services. I think it's helped agencies develop 'business thinking and concepts' within their shop, which carries over into the creative work and planning of media strategy they do for us."

**Public relations:** Despite the recent rush by agencies to add p.r. departments or expand their p.r. staffs, client reaction seems to indicate that this is the least desired extra service.

"We have yet to get one single little publicity job for free," says the ad manager of a division in a giant food firm. "And, frankly, if we're going to pay, we feel the independent p.r. outfits do a much better job. They've got their staffs divided into show promotion specialists, product publicists, corporate publicists. Our agency's got five guys on the payroll and I think four of them came out of the mailroom."

Clients with network tv shows very often do use their agency p.r. departments for show promotion. But, as a cosmetics advertiser pointed out, "We'd be in a sad spot if we'd relied on the agency p.r. only."

Corporate publicity, in particular, is far more rarely entrusted to agency p.r. departments. Clients seem to feel that when it comes to high-level finan-

cial or corporate jobs, they prefer to entrust it to long-established public relations firms that they might have been dealing with over a period of many years.

The top advertising executive of a bread company sums up the general feeling this way: "I don't know why the devil agencies have to touch this field at all. It's way out of their line, and others can do the job better."

But then p.r. is particularly vulnerable to criticism. And, judging from the increased volume agency p.r. departments have been handling, there must be many clients who are satisfied with their work. ★ ★ ★

### "KNOW TV—WILL TRAVEL" (Continued from page 43)

ple, in the Miami weather forecast, the announcer invariably mentions the temperatures in major cities throughout the rest of the country, since Miami viewers like to know how well off they are.

"There's no show that can't be localized for sectional preferences," says Varney.

But "developing network quality for local shows and commercials" is just one, though a major, function of the traveling group. In its presentation to clients, the group explains its usefulness with several graphic illustrations of its modus operandi. Where local programing is concerned, the group functions in two capacities: (1) evaluate; (2) buy.

"We can't and aren't meant to replace timebuyers," says McLean. "But we help buyers evaluate local shows. When we visit cities, we often come upon availabilities that aren't as yet offered through the national rep. And, we can also evaluate the stations from points of view beyond ratings—from the standpoint of facilities and talent."

Often, when right on the spot, members of the traveling group can start negotiations for better time and talent than was originally offered to the media people. Shows and time, JWT feels, can't be bought from behind a desk alone these days.

"We can implement the timebuyer's decision," says Varney. "In the days of radio only, a buyer could play a tape of a local show and form a fair idea of what he was buying right at his desk. But few tv stations have

## class A participations available

October only

## Racket Squad

starring Reed Hadley

Monday  
Tuesday  
Thursday  
Friday  
Saturday  
at 10 P.M.



Exciting dramas based on actual police reports that reveal the inner workings of shrewd schemes used by confidence men to defraud the public.

Sponsors choose WMAR-TV, because Channel 2 consistently delivers the largest audience in Baltimore's 3-station market from 7 A.M. to midnight . . . ARB, August, 1956, 38.9% share of sets in use.



SUNPAPERS TELEVISION, BALTIMORE, MD.

TELEVISION AFFILIATE OF THE  
COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc.  
New York, Detroit, Kansas City, San Francisco,  
Chicago, Atlanta, Dallas, Los Angeles

The Continental  
Divide Station





Get "The  
**BIG**  
Station"

**WFBL**  
SYRACUSE, N. Y.

"WFBL is a powerful selling force that has climbed steadily in share of audience\* . . . And don't forget . . . it serves the fastest growing market in the East today.

What better selling combination could we want!"

\*Hooper Radio Audience Index  
Syracuse, New York July-August, 1956

#### SHARE OF RADIO AUDIENCE

		(ABC)	(CBS)		(NBC)	(MBS)
	Radio sets in use	WFBL	A	B	C	D
Mon. thru Sat. 8 a.m.-12 noon	11.2	19.1	32.0	20.5	18.7	8.7
Mon. thru Sat. 12 noon-6 p.m.	9.9	30.4	17.4	22.8	18.3	10.5

One of the Founders Corporation's Group of Stations: Associated with KPOA and the Inter-Island Network, Honolulu; WTCA, Flint, Mich.; and KTVR, Channel 2, Denver.  
Representatives: Peters, Griffin, Woodward, Inc.



**WFBL**  
SYRACUSE, N. Y.

kines or films to show and buying can't be done effectively from statistics only. It's true in radio, too, but more important in tv."

Traveling has taught members of the group that the character of stations is a flexible one which tends to change not only when management does, but in response to local taste preferences, competitive situations within the market and in reaction to network trends. Hence, it's important to keep constant and close tabs on each station's position within a market and feed this information to the agency media people as a guide to them. Two men in the group (a third man was being developed for the road at SPONSOR's press-time) spend 50 to 60% of their time traveling. Because they are continuously close to local stations and markets, these men can give timebuyers valuable "on-the-spot" information on local market viewing habits, show preferences and programing profiles of local shows.

(Ironically enough, the three travelers of the group are the only three men in the group who are married and have families. Arnold Chase is the other member of the "galloping triumvirate.")

Clients currently served by the local tv group include the following: Shell, Pan Am, Ford Dealers, French's, Lux Liquid, Church & Dwight, Rinso, Fleischmann's, Brillo, Ward Baking and New York Central.

In client presentations, the group stresses the fact that whenever any local problem occurs, a traveling producer is flown into the market within 24 hours. (At times, it's easier for him to be flown in than out, says McLean, who recalls a time this summer when his flight out of a town was delayed by two hours because cows were pasturing on the field and wouldn't be moved.)

Once a producer is on the spot, he can help both the client and the station in many capacities. Where production itself is concerned, he may go out and hire a free-lance producer to represent the agency, particularly on such tough-to-handle shows as kiddie programs. He works with station men in developing the show format, counsels on camera shots and direction.

"Today quite a number of stations have live color cameras," says Varney. They sometimes appreciate technical advice from our men on lighting, han-



dling of rear-view projection and other production problems. Most stations are technically very good (otherwise they'd have to pay too many rebates), but an outside man who's seen many similar operations can frequently enrich the production and technical know-how of the staff men."

It's part of the traveling producer's routine to contact the clients' local men, hear their problems and find out their reactions to the client's ad program in his market. Such contact helps tie in local management with national advertising.

Shell is one example of a company that recognizes the value of such contact. It has its own radio-tv men who travel extensively, usually with a JWT rep. The JWT traveling producer often works with the Shell and JWT reps.

Other manufacturers have also been developing squads of young traveling men who supervise their local radio-tv effort, arrange store displays, and act generally as merchandising and goodwill men. Ronson, for instance, has four such young men continuously in the field throughout the country and throughout the year. Like the majority of JWT's local tv group, Ronson's men tend to be young and single.

The JWT local tv group also works with the station's and client's local men on developing promotional ideas and merchandising tie-ins. And proof that the stations find this agency service as valuable as do the clients are letters from several stations telling Thompson how well the system has worked and wishing that other agencies had as extensive comparable services.

"One of the things we've developed which has facilitated our work and the work of stations and agency copywriters is our prop catalog," says Varney. "For example, we have 300 different props out to stations for local Shell shows and commercials alone. The catalog numbers each client's prop. So, when one is required in a script, the copywriter (each has a catalog) merely puts in the appropriate number rather than a lengthy description of the prop, and the stations have catalogs too, to help them keep track. The catalog shows a small picture of the prop, name of client and number."

In their travels, the JWT producers have seen stations solve certain local problems economically and efficiently by applying some creative imagination. Out of such tv stations' experience,

come the following tips to stations that might have similar problems:

1. *Change announcers for clients who are back to back.* It robs a commercial of authenticity to have the same man speaking "sincerely" about two different products one after the other.

2. If station has only one announcer available at the time, *change sets for clients who are back to back.* By having the announcer go from one set, or one particular backdrop, to another, the director gives each of the two commercials a degree of individual recognition. A lot of identification is lost if the announcer merely stands before the camera, holding up one product first, and then the second client's product.

3. *Vary sets by dismantling them after use,* rebuilding and repainting them to fit individual situations. A richness in sets available doesn't have to mean great financial investments. When sets are dismantled, they can be stored in relatively small rooms. And a couple of cans of paint can make the difference between a tired old familiar room setting, and something individual and exciting to the viewer.

4. *Keep auditioning talent and keep an "open shop" on talent.* It's difficult for a station to maintain a staff so complete that every occasion is foreseen. Therefore, many stations are making it a practice to hold regular auditions to supplement staff announcers or performers. College and even high school students are a fine source of talent.

5. *Station cameramen, more and more, are recruited from among young announcers, producers or directors.* The trend to use talent as cameramen instead of technicians has helped staging and camera angles. Station directors find that "talent" cameramen know more about staging and hence follow through better and faster on direction.

Where general trouble-shooting's concerned, the JWT traveling men feel they could write a book. There's the time when a famed local personality had to be bailed out of jail and the story kept out of the papers. Another time, a show set-up at a station was so large it didn't fit into the studio.

"We had to put it into the barn next to the studio and shoot through the door," says McLean.

In Tampa, Varney held auditions next to a furnace, because of a space shortage. "Hottest show in town,"



## How that Floyd

"Carries on"!

... across 3  
state lines

His KELO-TV covers the rich 3-state money market — South Dakota, Iowa, Minnesota. It's a big-family, big buying market that looks to Joe's KELO-TV for both entertainment and news—news about your product.

Add Joe's neighboring KDLO and you get two big markets for your one buy across the board.



Gen. Offices, Sioux Falls, S. D.



JOE FLOYD, President  
Evans Nord, Gen. Mgr.

Larry Bentson, V.P.  
NBC • CBS • ABC

represented by H-R for TV  
and AM



said McLean, then apologized to Varney for the pun.

"But the trickiest problem was one we faced 18 months ago," recalls McLean. "We traveled half-way through the country to set up some local commercials for a Shell jobber program bought by him direct, only to find that the station didn't have any live cameras."

Did the trouble-shooters solve this problem? Sure.

"We filmed a commercial in one day and rushed it to the studio." ★ ★ ★

## WELCH'S

(Continued from page 37)

they would be only too glad to buy it for their children if they evidenced a desire for it.

Though the Irene Rich phase of Welch's advertising growth was certainly memorable its success was somewhat dubious as far as marketing was concerned. It became clear, in 1950, after new management had taken hold of the company and was beginning to revamp the sales and marketing struc-

ture, that the appeal to diets and reducing had very severe limitations.

"For one thing," says Manoff, "the pattern in which Welch's Grape Juice was being consumed by large numbers of people had nothing to do with dieting or reducing. And when I say large numbers of people, I do not mean the vast majority of the American people because the penetration of grape juice was not that extensive. A large percentage of consumers of grape juice were using the product simply because they liked it and enjoyed it as a refreshment drink or as a fruit juice and not because they had any desire or intention to diet."

Welch's sponsorship of *Howdy Doody* was the combined result of fountain surveys made to determine how people consumed grape juice and some agency common sense.

Fountain surveys showed that the pattern of consumption for grape juice, was almost the opposite of that of other fruit juices. For example, roughly 80% of orange juice sold was drunk at breakfast time. Grape juice, however, enjoyed its greatest sales in the afternoon between 2:30 and 5:30 during the same period that most soft



## Deft, Daft & Different! "Lloyd's Unlimited"

3:30 to 6 P.M. • Mondays thru Fridays

The D. J. All Rochester is Talking About  
**BOB E. LLOYD**

You never know what Bob E. Lloyd is going to say or do—but you do know that it will be original and amusing. Rochesterians like him because he makes 'em laugh. Sponsors like him because he makes 'em money. Contact us for details about rates and availabilities.

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

**WHEC** of Rochester  
NEW YORK  
5,000 WATTS

Representatives: EVERETT-MCKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL Co., Los Angeles, San Francisco

the station  
that made  
**ROANOKE**

**VIRGINIA'S  
NO. 1  
TV MARKET**

**73.2%**  
station share  
of sets . . . (ARB)

**WSLS-TV**  
CHANNEL 10  
ROANOKE, VA.



Represented Nationally—Avery-Knodel, Inc.



drinks were sold. Says Manoff, "While we had been selling Welch's one way, customers were buying another. We took encouragement from the pattern we found and decided to capitalize on it."

It was also clear that the appeal to dieting and reducing contained several negative qualities that left much to be desired.

K & E reasoned that dieting is a "sometime thing" with most people. It is an experience of two or three weeks' duration in the course of a year and every association with it is psychologically unpleasant. Consequently every food with which dieting is associated, is quickly abandoned once the dieting period is over. An appeal to this erratic market did not seem to be the way to build a mass group of consistent consumers.

Welch's advertising thus turned from what might have been considered a negative, to a positive approach that would sell the product as something to enjoy with no strings attached but with a built-in health premium.

*Howdy Doody* was chosen to sell Welch's in 1950 after an evaluation of the kind of market that was available plus the kind that was developing.

"Family formation," says Manoff, "was at an all-time high. The birth rate was similarly at an all-time peak. Children were being born at the rate of some four million a year. America had become and was becoming even more of a home-and-family-oriented society. It seemed natural to assume that one of the most productive avenues for developing mass acceptance and mass consumption for a product such as Welch's, was to appeal to the family."

The *Howdy Doody Show* was chosen as the proper vehicle for Welch's on the grounds that children were among the prime consumers of soft drinks. If Welch's Grape Juice was being used as a soft drink, it seemed logical that it ought to be sold as one. When a society is becoming home-oriented, the best way to a mother's pocketbook is all the more likely to be through her children. It was hoped that while she was already partly sold it would be possible to imprint on her mind a new use for Welch's as a drink for the kids in the afternoon that would take the place of soda pops.

Welch's remained as a sponsor of the *Howdy Doody Show* for four years

until 1954 when they moved over to Walt Disney's *Mickey Mouse Club* on ABC TV. During the course of its sponsorship of *Howdy Doody* certain important changes took place with respect to Welch's position in the market:

1. The pattern of grape juice consumption for the country as a whole changed very sharply, as revealed in U.S. Department of Agriculture figures. Families with children, ages five to eleven became the primary consumers of the product whereas this was not true some years before. Quite the reverse was true, as a matter of fact.

2. Welch's sales of grape products grew from some \$8 million in 1949 to almost \$37 million for the fiscal year ending this past August.

Welch's second phase, then, was the appeal to the children's market on the level that kids understand best, Welch's is a treat and something to enjoy.

The third phase began last spring with the decision to sponsor *It Could Be You*, an NBC TV daytime participation show on which members of the audience realize some of their pet dreams. For the past five years Welch's had spent virtually all of its advertising



## Showmanship with that KENTUCKY FLAIR!

No, the yacht-club scene above isn't from Long Island Sound. It's a small view of enormous Kentucky Lake, our State's newest and most colorful playground.

In a State that's known for showmanship, Kentuckians look to WAVE-TV for the best in television showmanship. Here's the proof:

**PROGRAMMING:** Two 1956 Surveys\* show that WAVE-TV gets audience preference!

**COVERAGE:** WAVE-TV has 66% greater coverage than the second Louisville station because of its low Channel 3, full power and greater tower height (914' above sea level)! WAVE-TV serves 2,437,000 people in 70 mid-Kentucky and Southern Indiana counties!

**EXPERIENCE:** WAVE-TV was first on the air in Kentucky, in 1948. Its experienced crews have the know-how to help your programs and your commercials sell!

Let NBC Spot Sales give you all the facts!

\*Metropolitan ARB, March, 1956

\*ARB Louisville, Feb., 1956

LOUISVILLE'S  
**WAVE-TV**  
CHANNEL 3

FIRST IN KENTUCKY  
Affiliated with NBC



SPOT SALES  
Exclusive National Representatives

budget in the cultivation of the children's market. Budget limitations kept the company from pursuing the adult market and particularly the housewives as it would have liked to. Welch's sales growth made an accompanying rise in advertising expenditures possible.

Use of daytime television, is not new to Welch's. For some years now the company has invested considerable money on daytime spot. *It Could Be You*, which the company began sponsoring last month, however, represents the first time in recent years that Welch's is buying sponsorship of a net-

work daytime tv show that will put Welch's in direct contact with a considerable number of housewives all over the country. At the same time, Welch's is staying with the kids through the *Mickey Mouse Club*.

In the past fiscal year Welch's invested almost \$1,000,000 in network television or just about twice as much as it was investing five years ago. Welch's ad budget breaks down this way: television, 75%; radio 5%; national magazines, 10%; newspapers, 5%; and transportation advertising 5%. Radio is used on a spot basis.

Until a few years ago Welch's ad expenditures were increased almost in direct proportion to the company's sales increases. Only in recent years was a heavier advertising budget planned for the express purpose of boosting sales. Boosting advertising ahead of sales increases has nevertheless kept the percentage of money put into advertising well in line with previous budgets.

Merchandising on a dynamic level has played an important part in building Welch's sales. All of it has come out of shows that the company sponsored. Broad promotion patterns set when Welch's bought *Howdy Doody* have been continued and are now being used in connection with sponsorship of the *Mickey Mouse Club*.

An early in-store *Howdy Doody* promotion ran during the summer of 1952 when dealers were given free inflatable water toys to be used as prizes for coupons dropped into a "lucky box" that was part of Welch's store displays.

Four-bottle carriers were designed to be turned into miniature houses representing *Howdy Doodyville*. Eight different carriers were modeled after the houses on the *Howdy Doody* show. Roofs, porches and a layout of *Howdy Doodyville* were available for 25¢.

For the *Mickey Mouse Club* Welch's acquired exclusive rights to reproduce a Mickey Mouse Clubhouse that is offered as a premium.

Walt Disney Studios created a new set of commercial characters who sell the Welch's products along with the Disney regulars Mickey Mouse, Donald Duck, Pluto, Goofy and so on. The new characters, Pow and Wow the Welch Indians and the Sly Fox, are used in store promotion pieces as well as over the air. The Indians and the fox appear on the new three-bottle Welch's carry-home pack and in a variety of store streamers, basket display cards, shelf talkers and frozen cabinet strips. All store promotion gives equal space to Welch's and the *Mickey Mouse Club*.

FOR THE SECOND STRAIGHT MONTH —

# WGN-TV

## Number 2 Station in Chicago!!!

For the second straight month, the Nielsen Station Index for Chicago shows WGN-TV the Number 2 Station in Chicago:

	Share of Audience Sunday thru Saturday 6:00 A.M.-Midnight		
	July	August	
Network Station B	29.4%	29.2%	Down
<b>WGN-TV</b>	<b>25.4</b>	<b>26.2</b>	<b>UP</b>
Network Station C	25.2	24.8	Down
Network Station D	20.8	19.4	Down

This number 2 position is based on WGN-TV's local programming compared with three network stations. And remember, WGN-TV's top rated availabilities are yours at the lowest published rate card in Chicago television.

Check your WGN-TV representative for latest information on preemption-free periods and programs for fall.

*Chicago Office*  
441 N. Michigan Ave., Chicago 11  
*Eastern Advertising Solicitation Office*  
220 E. 42nd St., New York, 17  
*West Coast Only*  
Edward Petry & Company, Inc.

**WGN-TV**  
**Chicago 9**

**The Continental**  
**Divide Station**



Thoroughness of the Welch campaign is evident in broadsides sent out to store owners by the company. "You can hardly tell the program from the commercials," says one piece along with a reminder that the *Mickey Mouse Club* has "more than 15 million viewers a day."

On 1 September, J. M. Kaplan turned over his controlling interest in Welch's to the National Grape Co-operative. The move made the growers owners of their own producing facilities.

Welch's future looks bright from where Richard Manoff sits because as he puts it, "in spite of Welch's products being the highest priced in their field, they are still dominant in all markets." Manoff feels that, "price is no longer the merchandising factor it once was. People don't consider price as much as they look for consistently high quality. We even use the higher cost of Welch's Tomato Juice in our advertising with the emphasis that it costs more because Welch's puts more in it. If this concept is correct I'm hopeful that the future of Welch's will be limited only by the amount the vineyards can produce." ★ ★ ★



In this great market only **WROK** reaches the whole audience with its broadcasts

of  
Local Sports  
Remote Coverage of Civic Events  
U. of Illinois Football & Basketball

John Dixon H - R  
Gen. Mgr. Nat'l. Reps.  
**WROK** No. 1 for over 30 years

## SARNOFF PROPHECIES

(Continued from page 11)

a new service into existence and use.

"Electronics, in the race to achieve new triumphs," General Sarnoff said, "is run on the big track of Time on which there is room for all who would compete. There is no finish line."

Perhaps it is this pioneering streak that recognizes no "finish line" that has made Sarnoff effective as a prophet. If you keep moving the horizon farther ahead, you always have somewhere to go and something to say about where you are going.

No sooner had the "radio music box" been put into production, than Sarnoff began to look beyond the local broadcasting level. It occurred to him that when the novelty of radio had worn off, the public would be less interested in the miracle of getting sound out of the air than in the quality of what they received. But who would underwrite the cost of programing quality material and how would the job of broadcasting it be done?

On 17 June, 1922, Sarnoff wrote a letter to GE's honorary board chairman, E. W. Rice, Jr., who had just been named to the board of RCA. It

## GOOD LOOKIN'!

That's the MAJORITY Opinion  
in Rochester, N. Y.  
about

CHANNEL  
**10**



... and we have a LOT of GOOD LOOKIN'  
RATINGS to back it up!

MORNINGS... **63.4%**

AVERAGE WEEKLY SHARE OF AUDIENCE  
LATEST AVAILABLE TELEPULSE FOR ROCHESTER (MAR. 1954)

AFTERNOONS **54.6%**

AVERAGE WEEKLY SHARE OF AUDIENCE  
LATEST AVAILABLE TELEPULSE FOR ROCHESTER (MAR. 1954)

EVENINGS... **52.0%**

AVERAGE WEEKLY SHARE OF AUDIENCE  
LATEST AVAILABLE TELEPULSE FOR ROCHESTER (MAR. 1954)

TAKE A GOOD LOOK AT THESE RATINGS... AND A GOOD  
LOOK AT THE RICH ROCHESTER AREA. IT'S GOOD LUCK TO  
BUY WHERE IT'S GOOD LOOKIN'!

WRITE US TODAY FOR CHOICEST  
AVAILABILITIES IN ROCHESTER!

CHANNEL **10**

VHF

125,000 WATTS • CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY  
WHEC-TV AND WVET-TV

**ROCHESTER, N.Y.**

EVERETT-McKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.



**LISTENERS  
WHO LISTEN . . .**

... LISTEN WHEREVER THEY GO  
... WHATEVER THEY DO ... TO  
SAN DIEGO'S ADULT STATION

Attentive listening to our programming,  
featuring NEWS, DRAMA, MYSTERY, and  
'TALK' shows, sell the listeners who listen  
... they are the LISTENERS WHO BUY!



MUTUAL DON LEE RADIO  
Represented Nationally by  
H-R REPRESENTATIVES, INC.

IN EVANSVILLE

*We Are There!*

**200,400 Watts**



We are there, and you can be there with us at WEHT-TV in the estimated 75,000 new homes included in the new coverage area. Contact our representatives about availabilities on the Big Eye—Channel 50—for the best in coverage in Evansville and the Tri-state.

*WEHT-TV—Channel 50—has boosted its power from 11,000 to 200,400 watts*

WEHT-TV is your FOLLOW-THRU STATION IN THE EVANSVILLE MARKET. Only WEHT-TV offers (1) Guaranteed On-the-Air promotion, (2) Newspaper advertising, (3) Newspaper Publicity, (4) Letters to Retail Trade, (5) Daily News-Letters to hotels and hospitals, (6) Lobby Displays, (7) Monthly house organs, (8) Window Banners, Posters and (9) Billboards.

**WEHT-TV** also operating **WEOA CBS RADIO**

Represented by  
**YOUNG TELEVISION**

turned out to be the prophecy of network broadcasting.

"First, it seems to me," Sarnoff wrote, "that in seeking a solution to the broadcasting problem, we must recognize that the answer must be along national rather than local lines for the problem is distinctly a national one."

The following year, still working hard at forcing his idea into fruition, Sarnoff heaped prophecy on prophecy: "The trend of the future will be, no doubt, the consolidation of such stations (small, local ones) into larger and more powerful stations sending out programs of greater variety and significance and of finer artistic quality to ever larger audiences."

Within three years, RCA announced the formation of NBC, and network radio was born.

Other prophecies by Sarnoff in these early years of electronics included: greater research into the use of short waves for "long distance communication and perhaps eventually trans-oceanic communication"; broadcasting of "grand opera from the Metropolitan"; the day "when even the crowded homes of the slums or ghettos will have some kind of a radio receiver"; a future wherein "when the President of the United States delivers a public address, millions of homes which will be equipped with radio devices, will be able to listen to the Executive's voice"; a time when "everything which moves or floats will be equipped with a radio instrument . . . the airplane, the railroad, steamship, motor-boat, automobile and other vehicles." Today about 35,000,000 radios are in automobiles, to mention just one of these prophecies which have all come to pass.

But perhaps the most far-sighted prediction of that era was on 5 April 1923, when Sarnoff wrote "I believe that television, which is the technical name for seeing instead of hearing by radio, will come to pass in due course."

If, in light of the fact that today there are about 468 tv stations in the

*The Continental  
Divide Station*



U.S. and more than 37 million receiving sets, this prediction of slightly more than three decades ago may seem super-oracular, it must be borne in mind that General Sarnoff—unlike Nostradamus—does not sit back and relax after uttering a prophecy. Under his direction, RCA spent more than \$50 million on research and development of black-and-white tv before there was any return on the investment.

The years spent in the development of television gave Sarnoff plenty of fresh prophetic material.

By 1936, he was convinced that "With the establishment of a television service to the public which will supplement and not supplant the present service of broadcasting, a new industry and new opportunities will have been created."

By 1939, he was overflowing with thoughts on the future of this new medium:

- "Advertisers who sponsor radio programs will be given new possibilities of appeal through the medium of television."

- "Television drama will be a new development, using the best of the theatre and motion pictures, and building a new art-form based upon these."

## DAILY DOUBLE

IN NORTH CAROLINA



Every day . . .  
more audience  
in  
Winston-Salem

Every day . . .  
more audience  
in  
rich 18-county  
Piedmont area  
than any other  
station

**WSJS**  
RADIO  
**WINSTON-SALEM**  
NORTH CAROLINA

**NBC** for { WINSTON-SALEM  
GREENSBORO  
HIGH POINT  
5000 W • 600 KC • AM-FM  
AFFILIATE  
HEADLEY-REED, REPRESENTATIVES

- "Political addresses will be more effective when the candidate is both seen and heard."

- "... a picture of a population which may increasingly center its interest once more in the home; a population with ample leisure time . . . in individual small houses which they will be able to afford because of the development of low-cost construction and increased income per family."

World War II curtailed Sarnoff's activities in RCA from which he received a leave of absence to serve as special consultant on communications to General Eisenhower at SHAEF head-

quarters overseas. But it didn't curtail his promises for big things ahead in television after hostilities ended and he emerged from the army a brigadier general. In an article in *The American Magazine* in June 1944, he wrote: "You will tune in movies, plays, operas, baseball games, boxing matches, street scenes and actual news events. The black-and-white images will be sharp and clear, with plenty of depth of focus. Later on, color will be added. . . ."

Today, with many of the prophecies fulfilled and others at the threshold of materialization, Sarnoff continues to look to the future. He predicts trans-



FIRST TIME IN THE  
**Rich Knoxville Market**  
ON VHF

SELL BY THE **STARS**  
ON  
CHANNEL **1**   
CONTACT YOUR  
KATZ MAN FOR  
ADJACENCIES

316,000 WATTS COVERING MORE THAN 50 COUNTIES IN TENN., KY., & N.C.

**WBIR-TV KNOXVILLE**  
**TENNESSEE**



**NOW** EVEN MORE THAN EVER . . . . .

*Stockton's Most Listened to Station*

# **HOOPER RADIO AUDIENCE INDEX**

STOCKTON, CALIF.

JANUARY-MARCH, 1956

	RADIO SETS IN USE	C	N	KSTN	A	M	OTHER AM & FM	SAMPLE SIZE
MONDAY THRU FRIDAY 7:00 A.M.-12:00 NOON	14.8	17.9	4.2	47.2	13.0	9.3	8.4	9,707
MONDAY THRU FRIDAY 12:00 NOON-6:00 P.M.	10.8	20.7	7.3	35.0	15.1	9.5	12.4	12,026

**K  
S  
T  
N**

Spring 1956 Hooperatings  
show KSTN increases dominance  
of \*Stockton Radio Audience.

\*America's 92nd Market

*Music · News · Personalities*  
Represented by Hollingbery

**For a real Sales KNOCKOUT  
in the Detroit area**

CKLW-TV penetrates  
a population grand  
total area of 5,295,700  
in which 85% of all  
families own TV sets.

**CKLW-TV**  
**channel 9**

**325,000  
WATTS**

**CKLW**  
**radio 800 kc**

**50,000  
WATTS**

THE  
MOST POWERFUL  
RADIO AND TELEVISION  
COVERAGE  
IN THE  
MARKET!

CKLW radio covers a  
15,000,000 population  
area in 5 important  
states. The lowest cost  
major station buy in  
the Detroit area.

Guardian Bldg., Detroit

J. E. Camprau  
President

Adam J. Young, Jr., Inc.,  
National Rep.

oceanic television in both black-and-white and color for the world, and closed-circuit tv for the home; he foresees television on the campus and television on the battlefield; he prophesies tv in department stores as well as in submarines.

For the electronics industry, Sarnoff foresees unlimited opportunities. "The time lag between basic scientific discoveries and their practical applications is far less than it ever has been in history," Sarnoff says. "We have probably achieved more in scientific applications during the last 30 years than mankind did during the last thousand years—nuclear theory and the practical applications of atomic energy are a good example of that. Electronics is such a new force, too. Just as the electrical age followed the age of steam, so the electronic age is following the age of electricity. And just as everything once was 'electrified,' so everything is going to be 'electronized'."

Sarnoff and his company engineers are leaving no slide-rule unturned in their effort to hurry up the "electronification."

In various stages of development from drawing board to testing lab in the RCA Princeton, N. J., research center named for Sarnoff are such dreams-a-building as: an electronic air conditioner, color video tape, an electronic "music synthesizer" to duplicate any tone of voice or musical instrument, an electronic light amplifier for tv, and an atomic battery.

How soon these will come into general use is still in the realm of speculation. But that they will come seems fairly certain since Sarnoff is a practical prophet, reluctant perhaps to spoil his record by asking science for the impossible.

Yet it is hard to say what he would deem impossible. For he sums up his own philosophy in these words: "The possibilities of science enable us to look bravely at the stars and to seek a finer destiny." ★ ★ ★

**The Continental  
Divide Station**



## NET RADIO SERVICE

(Continued from page 39)

the nature of a prodigal son's return. The networks are naturally actively pursuing the blue-chip advertisers whose names dot the tv map. In the first place, their budgets are attractive lures. Secondly, selling them does not always involve the hard work that went into the Colgate negotiations. Because of radio's economy, even a small fraction of these advertisers' tv budgets will buy them a hefty share of radio homes. And this kind of buy will not always require a comprehensive sales mission.

But the networks have realized for some time that part of their sales salvation must come from smaller clients who have used network radio sparingly or not at all. Much of this work covers virgin ground and is even more of a breakthrough than in the case of the gilt-edged advertisers.

The word "small" when applied to these advertisers is used in a relative sense. Many of them are big firms but have never been distinguished by multi-million dollar budgets in the air media. That is about the only characteristic they have in common, how-

ever, for their products represent a wide diversity and testify to the broad usefulness of network radio.

The following sample illustrates the diversity of clients using network radio for the first time: Kerr Glass, 20th Century-Fox, Slenderella, Chesebrough-Ponds, Drug Products, Columbia Pictures, Chun King Sales, Hudson Vitamin Products, Olson Rug, Mack Truck, Greyhound, Kasco Mills, Jel-Sert Co., Seaboard Drug Co., California Bartlett Food, Easy Washing Machine and F. C. Russell Co.

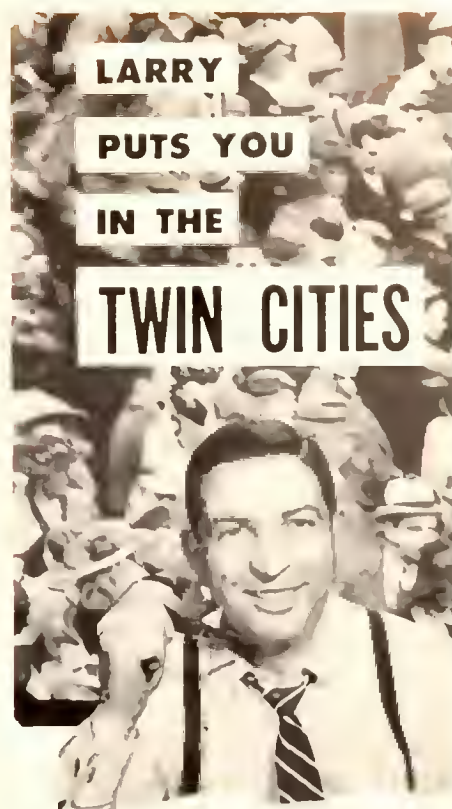
This type of client is attracted to network radio not only because of its economy but its flexibility, two reasons which attract the big boys, too. This flexibility means, basically the sale of announcements but the flexibility also refers to the ease with which clients can move in and out of network radio. While there is seldom reason to do so, an advertiser can buy one announcement as Colliers did on the *Bob Hope Show* on 28 September.

Judging by the way much of network radio is bought, however, the medium works best when a substantial scattering of announcements is purchased and some of the most important buys have been 52-weeks firm. Texaco has been sponsoring the ABC Radio weekend news package since April 1955. Standard Brands' purchase of 10 segments on CBS Radio's soap operas is a year-round affair.

The trend to buying small program segments has brought about a spate of small-length shows, especially of the five-minute news variety, in an effort to give the advertiser program identification. This trend seems to have about run its course and recent program developments and plans show a tendency to favor longer shows. The longer shows often bring down the program cost per participation and two recent program changes suggest that big names may become a factor again in network radio.

One of the changes involves the half-hour *Bob Hope Show*, which started, unheralded, on NBC 21 September at 3:00 p.m. The other is a half-hour Jack Benny stanza on CBS at 7:30 p.m. Sunday, the time at which Benny was the leading network radio show for years.

Both nighttime shows will be reruns with the Benny show possibly including some new material. The question of how inclusion of the new material will affect rerun payments to AFTRA



There's no secret to Larry Bentson's "pull" in Minneapolis-St. Paul. It's B-5—his Big 5 disc jockeys who pull a tremendous listening audience.

These boys really sell!

They're the reason WLOL leads all independents and three network stations in share of audience . . . why WLOL leads all stations in out-of-home listeners.

They're the reason more advertisers sell more products on WLOL than on any other independent station in the Twin Cities orbit . . . why you get more homes per dollar on WLOL.

So let Larry put YOU in the Twin Cities—in solid with 1,500,000 B-5 fans.

# WLOL

MINNEAPOLIS ST. PAUL

1330 on your dial 5000 watts

LARRY BENTSON, President

Wayne "Red" Williams, Mgr.

Joe Floyd, V.P.

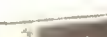
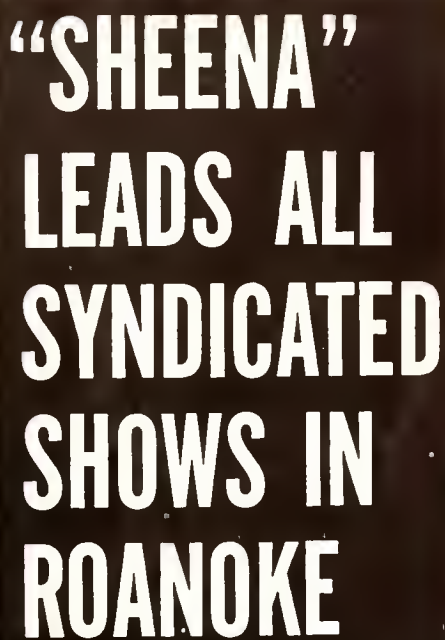
Represented by AM Radio Sales

**TIMBER-R-R**  
POWER  
LUMBER  
AGRICULTURE

To be sure—  
Select OREGON'S SECOND  
MARKET . . . with a  
QUARTER BILLION DOL-  
LARS of BUYING  
POWER.\* Rich, Important,  
Active, the Eugene, Lane  
County Market is 5th in  
all the Pacific Northwest.  
It's yours with KERG.  
\*SM '56.

**CBS Radio**  
**5,000 WATTS - 1280 KC**  
**KERG**  
**EUGENE, OREGON**  
WANT MORE FACTS?  
-CONTACT WEED & CO.





ABC FILM  
SYNDICATION

Bob  
Abrahamowitz

Tulsa is  
now the 43<sup>rd</sup>  
television market

\* CBS REPORT TO FCC DEC 1955

**KOTV**  
Completely  
Dedicated to the  
43rd television market

- More 1st rated quarter hours from 5:30 to 6:00 p.m. than stations B and C combined
- More than twice the number of the most popular quarter hours from 6:30 to 7:30 p.m. than stations B and C combined

SOURCE ARE JUNE 1956

**KOTV**  
channel **6** **TULSA**

3 YEAR LEAD IN 1955

Represented by  
**Edward Petry & Co., Inc.**

Represented Nationally by  
THE BOLLING COMPANY





### ... in RESULTS

Advertisers experience proves "REX's" ability to produce sales . . . the most accurate measuring stick of any promotional effort.

### ... in VIEWERSHIP

WREX-TV is favored by viewers in the WREX-TV "Grade A" area by better than a 3 to 1 margin. This fact has been brought out in an extensive viewership survey just recently completed. This dominant leadership results in a far lower cost-per-thousand . . . making WREX-TV your "best buy".

### market power!

NOW No. 2 Market in Illinois and GROWING — has currently under construction \$25 million in expanded manufacturing and retailing facilities. Are your sales messages reaching this market untouched by either Chicago or Milwaukee, 90 miles away? Only one VHF station covers this area —



ROCKFORD, ILLINOIS  
**WREX-TV**  
channel 13  
CBS - ABC AFFILIATIONS  
telecasting in color

REPRESENTED BY  
**H-R TELEVISION, INC.**

day and selective audiences at night. Simpson is planning on more informational shows, especially at night. While Mutual has begun using an hour and a half of music during the late evening. Simpson is wary about overdoing music on the network because of the undeniably powerful competition from the d.j.'s. Mutual's strong evening programming is its one-hour mystery block between 8:00 and 9:00, half of which is used for selling "Multi-Message Plan" participations and the other half of which is co-op.

The web has no objections to clients bringing in their shows. As a matter of fact, it is negotiating now with three sponsors who are considering just that.

Like NBC, Mutual is working on an unusual talent contest show. Contestants will be gathered from all the world and recordings will be made abroad. A panel of judges will pick weekly winners and the grand prize will be an RKO contract. This tie-in with RKO (the network and studio are jointly owned) is part of a new policy under which both the studio and network will exploit each other's facilities. For example, RKO players may be used on *Storytime*, MBS' 25-minute strip in the morning which runs serialized novels over a two- to four-week span. There are also plans to cooperate closely on publicity projects.

Being the largest of the four networks in terms of number of stations, Mutual is seeking to solve its clearance problem. It is awaiting final affiliate approval of a plan to assure clearance of 16 to 18 hours a week in return for supplying the same amount of programming for local sale.

The 16 to 18 hours cleared would not, of course, be MBS' sole programming for national sale. But it would be periods in which the advertiser can be assured of clearing the entire network he wants. All told Mutual will be programming 11 to 12 hours a day for national sale.

Also in the midst of a program revamping is NBC, now being led by a new management team. Besides Culigan, it includes William McDaniel.



## RHEINGOLD

(LIEBMANN BREWERIES)

# NOW IN 4TH YEAR OF SPONSORING "DOUGLAS FAIRBANKS JR. PRESENTS"

What better testimonial to a TV film series than this long-time sponsor loyalty from a successful advertiser?

Other top-notch "Fairbanks" sponsors: Stroh Brewery, Top Value Stamps, Oscar Mayer, Sealtest, Sinclair Oil, Pearl Brewing, Wilson & Co. Full sponsor list and market availabilities on request.

117 half-hours available — many for first run!

Write, wire, phone

**ABC FILM SYNDICATION, INC.**

10 East 44th Street  
New York City  
OXford 7-5880





**SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION**

**THE ONE THEY  
LISTEN TO  
MOST...**

**... IS THE  
ONE TO BUY!**



**In Roanoke and Western Virginia—that's WDBJ!**

*Your Peters, Griffin, Woodward "Colonel"  
has the whole wonderful story!*



**WDBJ  
CBS**

*radio*

**AM 960 KC  
FM 94.9 MC**

Owned and Operated by **TIMES-WORLD CORPORATION**  
**PETERS, GRIFFIN, WOODWARD, INC., National Representatives**

**In Yakima, Washington . . .**

# HOOPER PUTS KUTI WAY ON TOP

1000 Watts — 900 KC

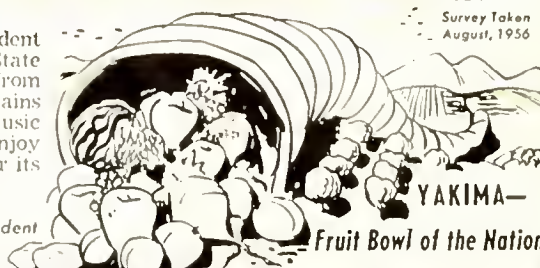
**Independent Radio in  
An Independent Market\***

	Radio Sets In Use	M	N	C	<b>KUTI</b>	Other AM & FM	Size Sample
Manday thru Friday 7:00 a.m.-12 noon	20.8	4.6	19.6	17.5	<b>57.3</b>	0.9	9,610
Monday thru Friday 12 noon-6:00 p.m.	16.8	3.9	9.6	18.0	<b>67.1</b>	1.3	11,792
Sunday 8:00 a.m.-6:00 p.m.	12.1	7.4	9.5	11.5	<b>70.5</b>	1.1	3,982

\*Covering Washington's BIGGEST Independent Market. Yakima is the "Hub" of Washington State . . . 200 miles from Spokane . . . 150 miles from Seattle and Tacoma with the Cascade Mountains as a natural sound barrier. KUTI's format is Music and News . . . Sunrise to Sunset. (Sure we enjoy TV here in Yakima, but we don't compete for its night-time audience.)

PAUL CRAIN, Manager

WALLY NELSKOG, President



Survey Taken  
August, 1956

**Represented Nationally by FORJOE & COMPANY**

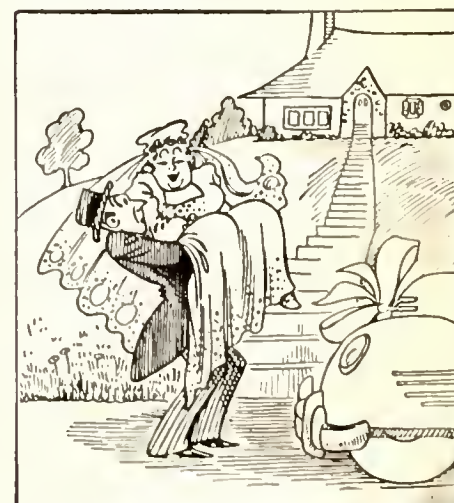
Represented Regionally by Robt. Swanson, Times Sq. Bldg., Seattle - H. S. Jacobson, Mead Bldg., Portland

former manager of KNBC, San Francisco, as head of sales: Jerry Danzig, formerly chief of programming and development for NBC-owned stations and NBC Spot Sales, as head of programming, and George Graham, formerly NBC TV sales administrator, as director of sales service.

The new team met with an affiliates' working committee, starting 26 September, to thrash out some program plans. Both groups came to the parley armed with program ideas. No decisions had been reached at SPONSOR's press-time. However, it is expected that the two-hour morning show *Bandstand* will be retained, for the affiliates like it. The show attracted a rush of business shortly after it went on the air recently. Among the clients who bought were Nabisco, Quaker Oats, Charles Pfizer, Pharmacrast, Miles Labs, Q-Tips, Penick & Ford, Beltone and Calumet.

The affiliates, it is known, would like more network news and one possible program idea to be developed will be 10-minute news shows, with five minutes of national and international news to be supplied by the network, followed by cut-in of local news for five-minutes. Already mentioned was *The Most Beautiful Voice in America*.

Promotional plans call for a campaign to sell the concept of "imagery transfer." This is the idea that tv commercials or print ads leave a visual impression in the consumer's mind and that a radio commercial, with a brief slogan, can evoke the image, thus enhancing the impact of the radio commercial. The idea is not new, but NBC is going to push it hard. It is considered particularly adaptable to NBC's announcement plan, which per-



"Who'd have thought that romantic music on KRIZ Phoenix would lead to this?"



## NIELSEN REPORTS

# KYW AGAIN BREAKS THE SOUND BARRIER AS CLEVELAND'S TOP RADIO STATION

35.9% of the total area audience listens to KYW according to the July, 1956 Nielsen report. This gives KYW a 40.7% lead on the nearest competition. Makes the second consecutive rating period that KYW's total audience share has increased. And this in an area (Northern Ohio) where radio listening is on the upswing (showed gains of 24% over the last Nielsen).

And here's another example of KYW's supersonic appeal . . . from 6 a.m. to 9 a.m. an average of 90,000 area radio homes are tuned in with 51% of them dialed to 1100 for KYW's radio active programming.

Let KYW Skyrocket your sales in Northern Ohio. It's easy to find out how. John McIntosh, KYW Sales Manager will tell you. CHerry 1-0942, Cleveland. Or call "Bink" Dannenbaum, WBC VP Sales: MURray Hill 7-0808, New York City.

*In Cleveland, No Selling Campaign is Complete  
Without the WBC Station . . .*

# KYW



WESTINGHOUSE BROADCASTING COMPANY, INC.

**WHBF**  
average area h.  
**376,700**  
um r ng  
with  
**\$4611**  
n one per unit  
S.M. Buying Power  
**CBS FOR THE**

**QUAD-CITIES**  
IOWA  
DAVENPORT  
EAST MOLINE  
ROCK ISLAND  
MOLINE  
ILLINOIS  
NOW 1/4 MILLION PEOPLE

**WHBF AM TV**  
**ROCK ISLAND, ILL.**  
REPRESENTED BY AVERY-KNOEL

*Tulsa is  
now the 43<sup>rd</sup>  
television market*  
\* CBS REPORT TO FCC, DEC. 1955

**KOTV**  
upheld  
Prestige as  
43<sup>rd</sup> television market  
• With top rated station, KOTV has  
up to 100,000 viewers, 10 and 15  
cents.  
• With 100,000 viewers, the largest of the most  
prestigious stations, KOTV has 100,000  
100,000 viewers, 10 and 15 cents.  
• 100,000 viewers, 10 and 15 cents.

**KOTV**  
channel 6  
**TULSA**

Edward Petty & Co., Inc.

mits advertisers to buy six- and 30-second commercials as well as minutes.

NBC plans to make a major presentation to advertisers and agencies on this theme in mid-October. It is expected to be held at a large hotel in New York City and will probably travel afterwards.

Once MBS and NBC have their programming problems settled, heightened sales activity will follow. Though their sales job will not be an easy one, they, as well as the other networks, can be expected to find a more open-minded attitude toward network radio among advertisers. To what extent this will be translated into billings, only 1957 can tell. ★ ★ ★

### Briefly . . .

(Continued from page 91)

Some 35,000 Minnesota State Fair visitors received copies of a WCCO, Minneapolis-St. Paul, calendar that they'll be able to use 'til next year's fair. Starting with September the calendars run through to next August and are printed with reminders to tune in on WCCO programs. . . . Six register-and-vote jingles have been made available to radio stations across the country by the Westinghouse Broadcasting Co.

Geraldine Zorbaugh, the first woman in network broadcasting to achieve the rank of v.p., was honored by the AWRT at a testimonial dinner marking her appointment. Mrs. Zorbaugh is v.p. and special assistant to Robert Kintner, president of ABC. . . . Though complete figures are unavailable WBRC-TV, Birmingham, expects that the final count for its cerebral palsy telethon will hit \$100,000. . . . A special feature of the 1956 convention of the Radio-Television News Directors Association will be the presentation of the first Paul White Memorial Award. The award was authorized by the RTNDA board of directors last year as a means of paying lasting tribute to the late Paul White who was a RTNDA officer at the time of his death. ★ ★ ★



# SPONSOR

# GOES

# WEEKLY

# 27 OCTOBER\*

# WITH A

# FOUR-POINT

# EDITORIAL

# PROMISE

1. essential reading
2. useful reading
3. fast reading
4. easy reading

*A complete weekly wrap-up  
in depth for busy agency  
and advertiser readers.*

**\*OUR 10th ANNIVERSARY  
ISSUE ALSO!**



coming soon

# GUARANTEED VIEWERSHIP

covering the rich **STEUBENVILLE - WHEELING**  
and **PITTSBURGH** markets

## PLUS...for the first time in advertising history MEASUREMENT OF ADVERTISING RESULTS

COMPARE **WSTV-TV's** RESULTS PER DOLLAR WITH ANY OTHER STATION ON YOUR SCHEDULE

Exciting things are happening in WSTV-TV-land, richest steel and coal producing area in the world! One of America's top research organizations is completing a trend-setting project that will enable you to measure the effectiveness of WSTV-TV versus any other station on your schedule. And WSTV-TV's coverage of this prosperous industrial area—ranking in population, income and number of sets among the top seven markets in America\* will be guaranteed!

\*Sales Management Survey of Buying Power

WSTV-TV's remarkably low cost per thousand (lowest of any station in this tremendous market) and amazingly large coverage (including free bonus of Pittsburgh) make WSTV-TV one of the safest, most profitable buys in TV!

# WSTV-TV

**STEUBENVILLE, OHIO**

*Represented by AVERY-KNODEL*

**CBS — ABC — CHANNEL 9 — 230,500 WATTS**



A member  
of the FRIENDLY  
GROUP



WSTV-TV, WSTV-AM,  
Steubenville, Ohio  
WBMS-AM, Boston, Mass.  
WPIT-AM, Pittsburgh,  
Penna.

WSTV-TV John J. Laux, Gen'l Mgr. Steubenville, Ohio ATLantic 2-6265

NAT'L SALES MGR. Rod Gibson 720 Fifth Avenue, N. Y. 19. JUDson 6-5536



*We're Proud  
of Our*  
**Miss Alabama  
ANNE ARIAIL**

**Second Runner-up in  
Miss America  
Contest, Atlantic City**

**WAPI and WABT exclusive**

Again in 1956, as in all previous years, WAPI and WABT were sponsors of the Miss Alabama contest. These stations are known and esteemed for promoting community projects every day—plus their exclusive broadcaster sponsorship of: Crippled Children's Clinic Football; Maid of Cotton Contest; Fat Calf Show; March of Dimes Auction; etc.

**WAPI and WABT**  
**BIRMINGHAM**

**Alabama's First Stations in Public Service**

WAPI represented by  
John Blair & Co.

WABT represented by  
Blair-TV



With

# 191,000

Watts of Firm Power

## KGVO-TV

Missoula, Mont.

is the West's greatest  
**BUY**

**MAGNIFY YOUR SALES**

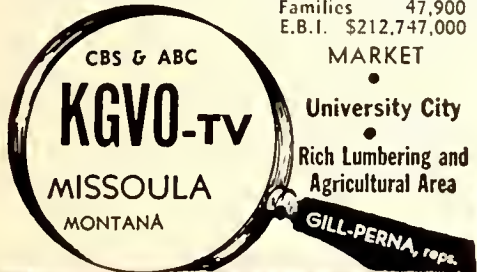
IN THIS STABLE

Population 145,700  
Families 47,900  
E.B.I. \$212,747,000

MARKET

University City

Rich Lumbering and  
Agricultural Area



167 Mountainous Miles from Spokane

## ADVERTISERS' INDEX

ABC Film	22, 114, 115
Broadcast Music Inc.	121
CBS Radio Network	11, 15
Channel 10	109
Eastman Kodak	94, 95
Funds for Republic	83
MCA-TV	7
MGM-TV	17-20
Mid-Continent Group	24, 93
NBC Spot Sales	8, 9
N.T.A.	66, 67
Simmons Assocs.	23
Steinman Stations	3
Tulsa Bldg.	92
Weed and Co.	51
CKLW, Detroit	112
KBIG, Hollywood	6, 58
KBIS, Bakersfield	10
KCMC-TV, Texarkana	75
KELO, Sioux Falls	105
KERG, Eugene	113
KGB, San Diego	110
KGLO-TV, Mason City	53
KGNC, Amarillo	123
KGVO-TV, Missoula	121
KHQA-TV, Hannibal	52
KIFN, Phoenix	121
KIMA-TV, Yakima	55
KING, Seattle	85
KJEO, Fresno	100
KLX, Oakland	56
KMBC-TV, Kansas City	130
KMTV, Omaha	60
KOTV, Tulsa	101, 118
KPAR-TV, Sweetwater	121
KPQ, Wenatchee	12
KPRC-TV, Houston	12
KRIZ, Phoenix	114, 116
KSL-TV, Salt Lake City	122
KSTN, Stockton	112
KSTP-TV, St. Paul	71
KTBS-TV, Shreveport	28
KTHV, Little Rock	5
KUTI, Yakima	116
KVOO, Tulsa	89
KXJB-TV, Fargo	57
KXLF-TV, Butte	103, 108, 110, 112, 118
KYW, Cleveland	117

WAGA-TV, Atlanta	63
WAPI-WABT, Birmingham	120
WAVE-TV, Louisville	107
WBAY-TV, Green Bay	44
WBBW, Youngstown	56
WBIR-TV, Knoxville	111
WBNS, Columbus, Ohio	21
WBRE-TV, Wilkes-Barre	32
WCCO-TV, Minneapolis	87
WCSH-TV, Portland, Me.	50
WCYB-TV, Charlotte	56
WDBJ, Roanoke	116
WDIA, Memphis	97
WEHT-TV, Henderson	116
WERC-TV, Erie	52
WFAA, Dallas	11
WFBC-TV, Greenville	54
WFBL, Saginaw	104
WGN-TV, Chicago	108
WHBF, Rock Island	118
WHCT, Hartford	80, 81
WHFC, Rochester	106
WHIO-TV, Dayton	73
WHO-TV, Des Moines	27
WILK-TV, Wilkes-Barre	16
WILS, Lansing	30
WIOU, Kokomo	53
WITH-WNEX-TV, Baltimore	PC
WJAR, Providence	55
WJIM-TV, Lansing	13
WKAP, Allentown	58
WLOL, Minneapolis	113
WMAQ, Chicago	31
WMAR-TV, Baltimore	103
WNEM-TV, Saginaw	79
WNOR, Norfolk	59
WOI-TV, Ames	59
WOW, Omaha	113
WRBL, Columbus, Ga.	65
WRCV-TV, Philadelphia	29
WREN, Topeka	102
WREX-TV, Rockford	115
WRGP-TV, Chattanooga	99
WROK, Rockford	109
WSJS, Winston-Salem	111
WSLS-TV, Roanoke	106
WSOK, Nashville	115
WSTV, Steubenville	119
WTIC, Hartford	96
WTVP, Decatur	84
WVET, Rochester	114
WWJ, Detroit	91
WWTY, Cadillac	82
WXIN, Milwaukee	98
WNYZ, Detroit	124

This index is intended as a service feature, as complete and accurate as possible; but SPONSOR cannot be responsible for changes too late to be recorded here.

## True or False?

**KIFN** reaches MORE Spanish-speaking listeners now than the total population of Phoenix in 1946!

**TRUE . . .** in 1946, National Advertisers were using English radio to sell to a total population of 73,832 in Phoenix.

Today . . . cost-conscious National time-buyers are discovering a NEW MARKET for their clients: 85,000 Spanish-speaking Americans reached over KIFN—the 100% Spanish-language station!

IF YOUR client was advertising on radio in Phoenix in 1946, he can now reach a BONUS MARKET over KIFN . . . at a FRACTION of his 1946 cost. For information, contact

NATIONAL TIME SALES  
370 Lexington Ave.,  
New York 17, N.Y.  
Murrayhill 5-1300

HARLAN G. OAKES & ASSOCIATES  
672 S. Lafayette Park Pl.,  
Los Angeles 57, Calif.  
DUmirk 2-3200

# KIFN

860 Kilocycles • 1000 Watts  
REACHING PHOENIX AND  
ALL OF CENTRAL ARIZONA

# Gone

are the men and open spaces of frontier West Texas. And gone are the days when you bought a dozen radio stations and newspapers to cover it. With the KDUB-TV — KPAR-TV combination you reach 191,614 sets with one economical purchase!



OWNED & OPERATED BY TEXAS TELECASTING, INC.  
7400 COLLEGE, LUBBOCK, TEXAS

NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

# BMI

Stories

from the

## Sports Record

Continuities for October

Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the fall sports scene.

October's continuity package contains 12 fifteen minute programs featuring the sports of the month . . . Baseball—The World Series, football, golf . . . along with some of the great anecdotes of the world of sports.

Your Station Program Department should be receiving this script package regularly. If not, please write to BMI's Station Service Department for "Stories from the Sports Record."

## BROADCAST MUSIC, INC.

NEW YORK • CHICAGO • HOLLYWOOD  
TORONTO • MONTREAL



**MAKE YOUR MARK**

**IN THE**



**MOUNTAIN WEST**

**WITH KSL-TV..**

Your brand will  
make a better impression  
when you cover this area which  
ranks the equivalent to  
19th in population,  
23rd in families and  
33rd in effective buying income  
You get unduplicated domination of  
26 counties when you use  
the area station



**KSL-TV**

SALT LAKE CITY

Represented by CBS-TV Spot Sales

**P. H. McElroy's** P&G has stirred up a flurry of excitement in the advertising trade. The source is a letter to the grocery trade stating that P&G had assumed leadership in the dentifrice field. According to P&G's claim, its two brands, Gleem and Crest, as a combination are outselling the combination of Colgate toothpaste and Colgate's other dentifrice, Brisk. Colgate has been in command of the dentifrice field for many years, while P&G has outranked its competitors in boxed laundry soap. Lux remains kingpin among toilet soaps. P&G has been recently on the march of diversification, moving into the cake mix, peanut butter and paper product fields. For year ending 30 June 1956 P&G had a net income of \$59,326,471, or \$3.05 per share of common stock.

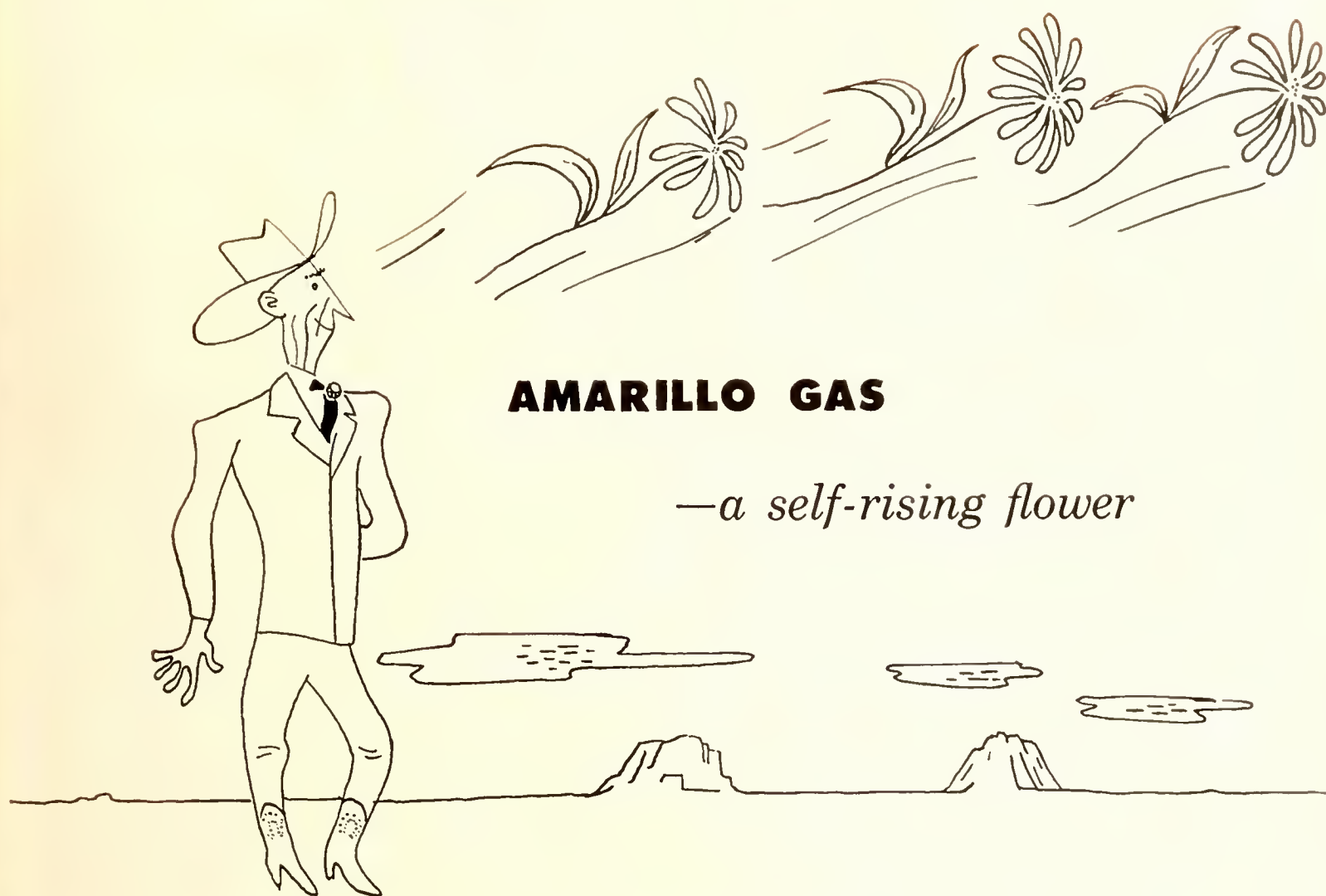


**Lewis Gruber**, president of P. Lorillard Co., has injected a new note into the highly competitive tobacco industry with an eight week campaign to introduce Micronite-filter Kent cigarettes at popular prices. New price was first announced over CBS TV network show *The \$64,000 Challenge*; the cigarette company has since said that within a week after the start of the campaign it was showing "eminently satisfactory results." Switch from previous Kent theme of "If you smoke a lot, shouldn't you smoke Kent?", aimed at heavy smoker, to theme directed at entire filter market was developed by Gruber with newly elected v.p. and director of sales Harold Temple and Manuel Yellen, new director of advertising and marketing. Gruber also developed Filter Kings.

**William R. "Billy" Goodheart, Jr.** has been named v.p. in charge of sales for the NBC TV Network. The announcement was made by NBC's newly appointed executive v.p. in charge of tv network programs and sales, Thomas A. McAvity. Goodheart, who joined NBC in May of this year, co-founded Music Corporation of America in 1924. He retired from MCA in 1943 as executive v.p. Other appointments in the NBC sales organization were: Michael H. Dann, v.p. tv program sales; Walter D. Scott, v.p. tv sales director, and Carl M. Stanton, v.p. tv programs and sales, business affairs. Commenting on the appointments Robert Sarnoff, president, expressed satisfaction that such key appointments were all made from within the NBC organization's ranks.







## AMARILLO GAS

*—a self-rising flower*

**H**ELIUM, the colorless, odorless, tasteless, exceptionally light non-burning gas, comes from the natural gas and oil fields around Amarillo. Recovery methods were developed here; the main helium field and recovery plant are important points of interest. Once, when a slight touch of Panhandle weather turned the sky black and slammed the temperature down thirty degrees, a transcontinental plane was grounded. One of the impatient passengers, a high-spirited filly from the Coast, checked in at a hotel and bent the clerk's ear. "What's there to see in Amarillo?"

Civic-minded as all get-out, the hotel man volunteered, "We have the only helium plant in the world."

The lady brightened. "Indeed?" she said. "Is it in bloom now?"

The plant isn't in bloom, but Amarillo and the Panhandle are. There's dough-on-the-hoof and gold in the wheatlands. The oil wells are in flower, the livestock market's busy, the Amarillo area is, year after year, first in the nation in retail sales per household.

Come pluck the flars.



AM: 10,000 watts, 710 kc. TV: Channel 4 • Represented nationally by the Katz Agency

# WXYZ-TV is Detroit

From its great inland waterfront to  
the lawned streets of its wealthy suburbs,  
Detroit is a city of contrasts and complexities.

Constantly absorbing the foreign-born and  
the American migrant, Detroit produces a television audience  
of broadly diversified tastes—an audience that the  
*diversified programming* of WXYZ-TV continues  
to please, to interest and to hold.

As an entertainment and sales-producing medium,  
WXYZ-TV is Detroit in every way!

channel 7

**WXYZ-TV** Detroit

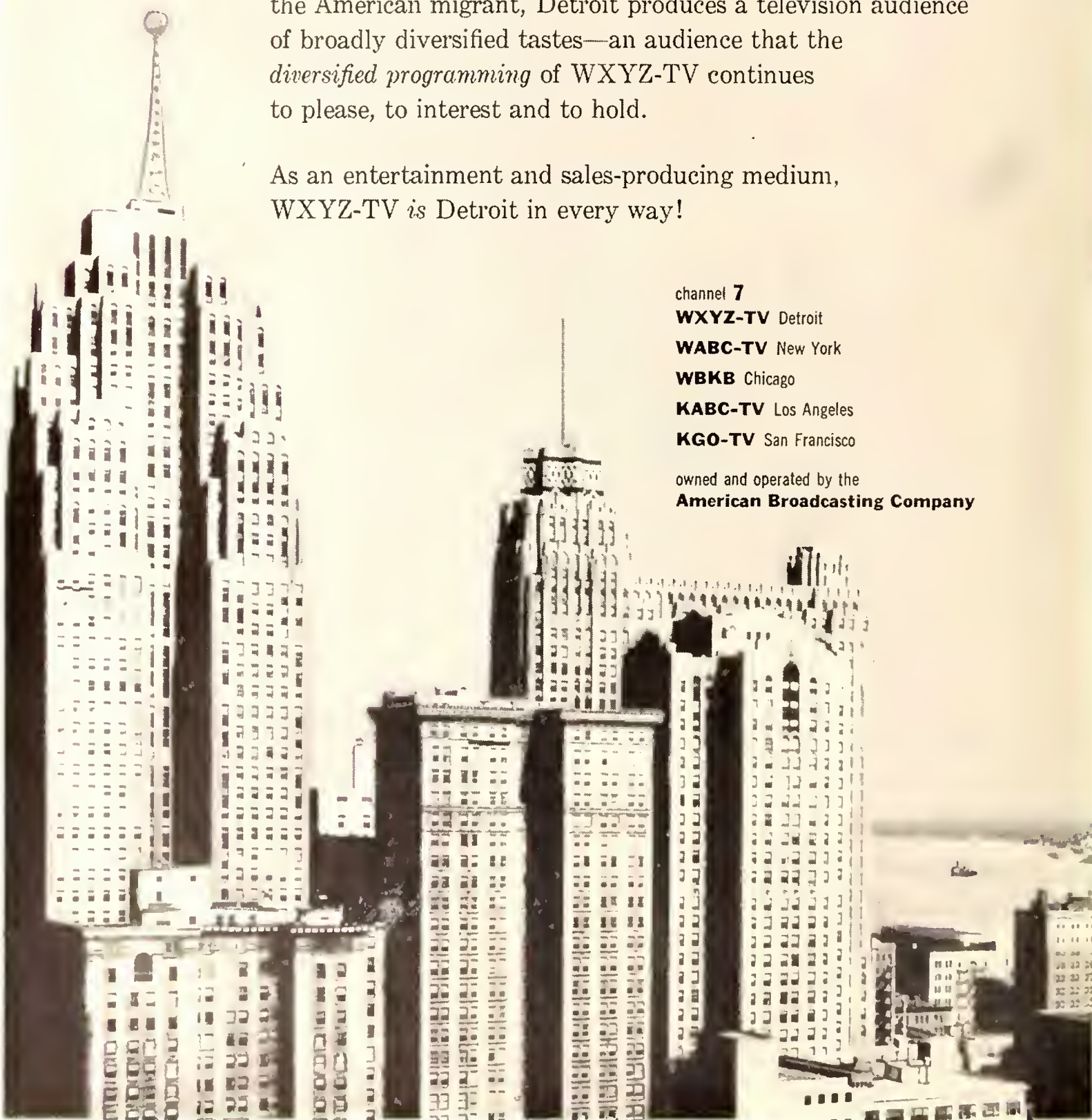
**WABC-TV** New York

**WBKB** Chicago

**KABC-TV** Los Angeles

**KGO-TV** San Francisco

owned and operated by the  
**American Broadcasting Company**





## REPORT TO SPONSORS for 1 October 1956

(Continued from page 2)

- Tv's 20 million from make-up** Manufacturers of make-up and skin-care items are spending well over \$20 million in television this year. Source of estimate: a New York agency with make-up account. Figures compiled by the agency for its client's perusal follow: Revlon, \$7 million; Helene Curtis, \$4 million; Hazel Bishop, \$3 million; Ponds, \$3 million; Coty, \$2 million (spot); Max Factor \$1.5 million (spot); Mme. Rubenstein, \$1.3 million (spot); Avon, \$1 million (spot).  
-SR-
- L & M innovation stirs controversy** Liggett & Myers innovation, half-hour trailer preceding the debut of its Noah's Ark series, didn't come off well with most of the New York tv columnists. Unprecedented device wasn't favored, it is reported, by McCann Erickson, but client felt that producer Jack Webb's trailer idea would create excitement. It did-in an oblique way among the critics.  
-SR-
- L & M to test a mentholated** Liggett & Myers will start tests soon for its new mentholated brand - Oasis. L & M agency is McCann-Erickson. Also reported about to bring out a mentholated brand - in addition to its currently launched Hit Parade filter-tip - is American Tobacco. Other mentholated cigarettes currently using air media are Salem (Reynolds), Spud (Philip Morris) and Kool (Brown & Williamson). Mentholated sales now constitute 4% of the gross turnover.  
-SR-
- Magazines promote NBC color shows** Add to RCA's current drive to get the sale of color sets off the ground in a big way: an expenditure of \$459,175 for a short-term magazine advertising campaign. The four-color pages in Life and Collier's will promote the fact there's color programing on NBC every day and evening of the week. The schedule - 10 pages in Life and 5 in Collier's - will run up to 25 December. This is in addition to newspaper promotion.  
-SR-
- Name pluggers for AC Spark Plug** This may spark a trend: GM's AC Spark Plug division is casting its commercials with a host of familiar air names. They include Phil Harris and Alice Faye, the Stu Erwin Family, Paul Winchell, with "Jerry Mahoney," and Jonathan Winters.  
-SR-
- Will P&G boast activate Colgate?** Station reps are wondering whether they can look forward to a heavy splurge in the near future in behalf of Colgate's dentifrices. Reason for this speculation: P&G issued a letter to the grocery trade stating that, according to the latest Nielsen Food & Drug Index, it is now leader in the toothpaste field. The way P&G put it: the combined sales of its Gleem and Crest brands outsell the combination of Colgate toothpaste and Brisk. The Colgate brand has dominated the field for many years. P&G, besides hitting hard with air media, performed a gigantic sampling job.  
-SR-
- Welk beats Sid Caesar** What may be described as the first statistical phenomenon of the 1956-1957 network season: the opening show of "Caesar's Hour" (NBC TV), a Trendex rating of 21.9; "Lawrence Welk" (ABC TV), 21.8. Common markets checked: 13. Contrast in talent costs: Caesar, \$108,000 gross; Welk, \$14,500 gross. The CBS opposition during this same hour, "Two for the Money" and "Hey Jeannie," drew a joint rating of 8.9. Combined costs of latter 2 shows: \$54,000 gross. Perry Como preceded Caesar with a 37.2. The week of 22 Sept. Welk ran ahead of Caesar.

## SPONSOR SPEAKS



### Celler's impact

Ranging from the emotional charges hurled by Frank Sinatra to the surprisingly candid testimony of anti-trust chief Victor Hansen, the Celler hearings in New York have produced plenty of the stuff of which headlines are made.

But what does it all mean to the advertiser?

Will Celler introduce legislation to bring the networks under FCC regulation? Will the networks evolve modified patterns of operation? At this point there are no answers. But, whatever happens, it seems clear that advertisers will not be substantially affected. There seems to be no inclination on the part of the Celler committee, for example, to harass large advertisers who have come to depend on heavy use of television as a mainstay in their marketing strategy.

Much of what is happening on the Congressional front today would not

have come to pass had the FCC been able to solve television's real problem—allocations. Whatever conditions prevail which serve to limit television competition stem not from the intent of the networks or other entities; they are simply a reflection of the shortage of stations for which past decisions of the FCC are responsible.

It is against this historical perspective that advertisers should view the succession of hearings. It has to be borne in mind as well that television has sprung into adulthood more rapidly than any other medium in history. Inevitably, a time had to come for pausing, taking stock and adjusting.

We're confident that whatever adjustment comes will in no way dilute the effectiveness of television as an advertising medium.

\* \* \*

### Elvis and the ratings

Beyond a doubt, Elvis has something.

But the question that broadcasters and others interested in the welfare of our industry should ask is whether the *something* that Elvis has is suitable to television.

Minsky's burlesque has something, too. And there's no doubt that if Minsky's were highly promoted on tv it would achieve a top rating. Several years back we viewed an amazingly glittering and unclad tv show on a foreign station (we happened to be attending the opening of the new studios). It was a huge artistic success, yet it was far from eligible for a showing in this country strictly on the basis of good taste according to U.S. standards.

It is apparent that Elvis-the-uninhibited (tv version at least) violates the standards of good taste for family consumption. A little of Elvis has done the industry no good; more of Elvis may do it irreparable harm.

Why, then, are the frequently-barred tv gates lowered for this personality?

The answer, in a word, is *ratings*.

This makes us see red.

Ratings today have so hypnotized the industry that they transcend all other considerations. They decide whether a show lives or dies, whether a network gets the nod or ax, whether a station is a have or have not and now whether bad taste is acceptable on the air.

Ratings, too, have their place. And, properly used, an important place it is. But the rating yardstick today has been inflated out of all practical perspective.

Will it take Elvis (and an aroused nation) to bring agencies, advertisers, networks and other segments of our industry back to stark reality in their use of ratings?

\* \* \*

### Klaus Landsberg

With the passing of Klaus Landsberg, v.p. and general manager of KTLA, Los Angeles, the industry has lost one of its most dynamic pioneers. He was that rare combination of the technical man with many electronic accomplishments to his credit and the creative programming planner. The stimulation he provided on the Los Angeles scene and nationally will be missed by all who knew him and his name will figure importantly in the history of television's pioneering years.

## Applause

### Practical prophet

Yesterday (30 September) marked the 50th anniversary of Gen. David Sarnoff's embarkation on his amazing career in radio and television. It is a career that personifies the American Dream—the poor but ambitious immigrant boy who rises to the head of a billion-dollar-a-year corporation.

To refer to such a success story as the American Dream is proper. Millions of us have dreamed it for ourselves at one time or another, and millions of us have discarded it as wildly impossible.

"I believe that anything the human

mind can conceive—within reasonable limits, of course—man's ingenuity can supply," Sarnoff has said. Apparently it takes this special kind of believing and ingenuity to make a dream come true.

Sarnoff's entire career in electronic communications has been built on the dream, the prophecy and the fulfillment. In the days of wireless telegraphy, he envisioned a "Radio Music Box" becoming "a household utility in the same sense as a piano or phonograph." (See "Gen. Sarnoff: the 20th Century's practical prophet," page 40). He went on to other dreams—of

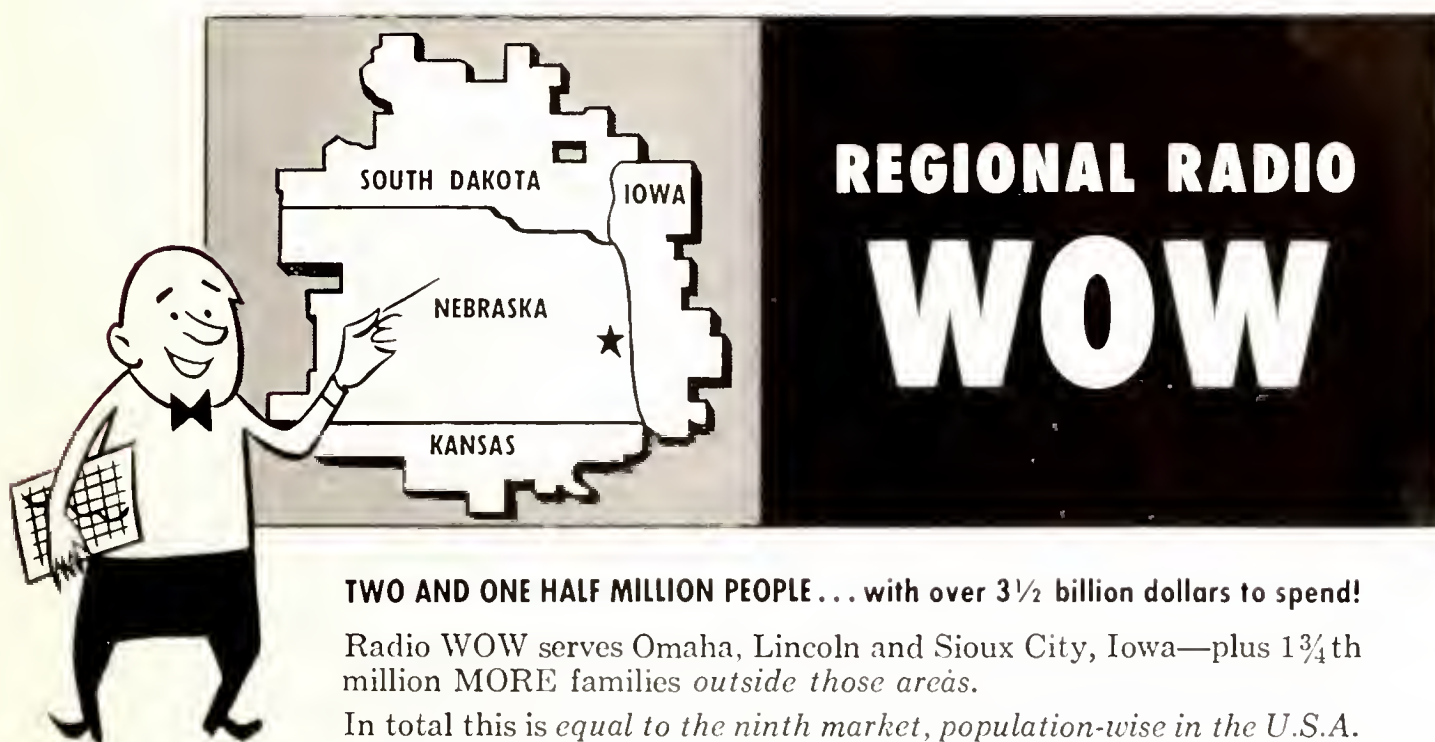
networks to bring quality programming to every corner of the nation, of television that "will tune in movies, plays, operas, baseball . . . news events."

What distinguishes Sarnoff's dreams from most is their scope and the fact that he never let them die. He dreamed an era, and he himself helped make that era come true.

Sarnoff has by no means stopped dreaming. Nor should we. If the radio-television industry continues to dream à la Sarnoff then the next half-century should see even greater advances and achievements than the last to the betterment of all mankind.



# You can Sell the 9th U.S. Market *with One Dominant Medium...*



**TWO AND ONE HALF MILLION PEOPLE . . . with over 3½ billion dollars to spend!**

Radio WOW serves Omaha, Lincoln and Sioux City, Iowa—plus 1¾ million MORE families *outside those areas*.

In total this is *equal to the ninth market, population-wise in the U.S.A.*

This amazingly rich farming-industrial population spends over 3½ Billion a year for goods and services. Are you getting your share?

**GET THE COMPLETE STORY**—New brochure tells all—the story of the market, the audience and the programming that makes one-station coverage (a media—man's dream) come true! If you've seen Bill Wiseman's 1956 Presentation, you'll get a copy right off the press. If you missed it—write us now for your copy.

**ONE  
medium  
does it!**

**FRANK P. FOGARTY**  
Vice President and General Manager

**BILL WISEMAN**  
Sales Manager

**JOHN BLAIR & CO.**  
Representatives

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
<b>K C M O</b>	<b>K C M O</b>	<b>W H E N</b>	<b>W H E N</b>	<b>K P H O</b>	<b>K P H O</b>	<b>W O W</b>	<b>W O W</b>
<b>RADIO</b> 810 kc. <b>CBS</b>	<b>TV</b> Channel 5 <b>CBS</b>	<b>RADIO</b> 620 kc. <b>CBS</b>	<b>TV</b> Channel 8 <b>CBS</b>	<b>RADIO</b> 910 kc. <b>ABC</b>	<b>TV</b> Channel 5	<b>RADIO</b> 590 kc. <b>CBS</b>	<b>TV</b> Channel 6 <b>CBS</b>

Represented by KATZ AGENCY INC

JOHN BLAIR & CO. BLAIR TV, INC.

**MEREDITH** *Radio and Television* **STATIONS**  
affiliated with *Better Homes and Gardens* and *Successful Farming* magazines



# JOINT KMBC RADIO-TV PROMOTION SETS BOX OFFICE RECORD IN K. C.

HERE'S THE STEP-BY-STEP STORY:

## LAWRENCE WELK Show

Municipal Auditorium Arena  
Sept. 5 8:30 P.M.

SPOT TV went to work promoting the Welk personal appearance three weeks in advance of show date. Promos announced the time, date and details of ticket availability. All seats for the performance were reserved.



AUDIENCE VOTING was limited to the 48-hour period following the telecast. Within that time, a total of 3,749 votes were received—all stimulated exclusively by broadcast promotion. No other medium was used to encourage audience participation!



KMBC-KFRM RADIO personalities, including Torey Southwick, Buckey Walters, Bea Johnson, Dave Andrews and Jim Burke, began plugging the appearance and playing Lawrence Welk records of the same time the TV boys opened fire.



THE WINNER, 18-year-old Miss Margaret Rozgay, was presented to KMBC-TV viewers on "NOON," Kansas City's highest-rated daytime variety show. Rev Mullins, M.C., made the presentation and conducted an interview.



A "MISS CHAMPAGNE MUSIC" contest was held on the high-rated afternoon Channel 9 feature "Bandstand." From a total of 29 entries, 10 finalists were presented August 27 on live camera, for selection by audience write-in vote.



LAWRENCE WELK and his "Champagne Lady" Alice Lon, made a personal appearance on "Bandstand" the afternoon of the Arena show. Joe Bilyeu, "Bandstand" host, presented the popular stars to his teen-age studio audience and to Channel 9 viewers.



**\$34,580 GROSS GATE**—the largest one-nighter box office take in the 21-year history of the Municipal Auditorium—was recorded as a result of this KMBC Radio-TV promotion. Tickets went for \$2, \$3, \$4 and \$5 a copy—and the hall was jammed to capacity, seats being sold back of the stage. The entire Lawrence Welk promotion—except for almost negligible newspaper publicity and a small ad in TV Guide, was conducted exclusively by the broadcast facilities of the KMBC Broadcasting Company—KMBC and KFRM Radio, and KMBC-TV.

The amazing record-setting results of the Lawrence Welk promotion give dramatic evidence of the effectiveness of KMBC-KFRM-KMBC-TV sales power. Perhaps your product or service could use the same kind of smashing broadcast impact. The man to see for details is your Peters, Griffin, Woodward Colonel.

See Peters, Griffin, Woodward, Inc. for availabilities.

the SWING is to **KMBC-TV**

Kansas City's Most Popular and Most Powerful TV Station

Basic ABC-TV Affiliate



DON DAVIS, First V-P and Commercial Mgr.  
JOHN SCHILLING, V-P and General Mgr.  
GEORGE HIGGINS, V-P and Sales Mgr.  
MORI GREINER, Director of Television  
DICK SMITH, Director of Radio

...and in Radio, it's **KMBC of Kansas City—KFRM for the State of Kansas**